

Chemist & Druggist

Benn >>

JULY 9 1977

THE NEWSWEEKLY FOR PHARMACY

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Grunwick: 'adopt-a-shop' threat to pharmacies

Dispute over NHS pricing timetable

NHS share of turnover is still climbing



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improve your handling of orders.

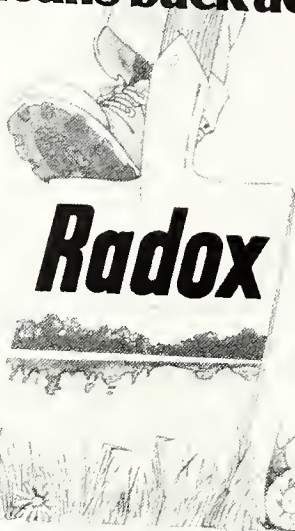
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THERE'S SOMETHING
WE THINK YOU
SHOULD KNOW.

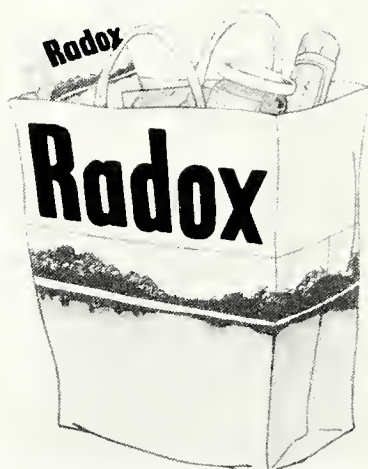
**When back garden
means back ache**



Relax in a Radox bath

We know how you feel. The exertion of digging and bending leaves you exhausted and aching. That's when you need something special. A Radox bath.

**When shopping
is a burden**



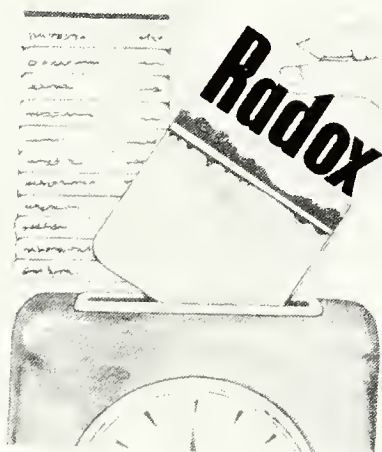
Relax in a Radox bath

**When
takes
ou**



Relax in

**When overtime
means over-tired**

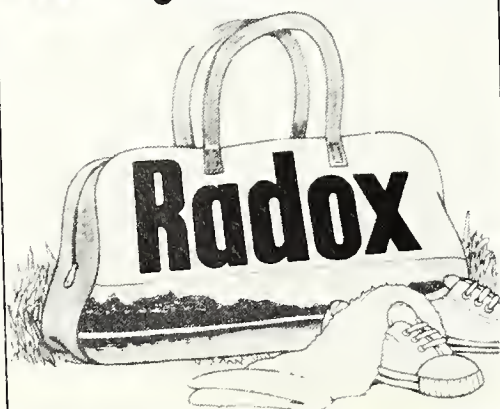


Relax in a Radox bath

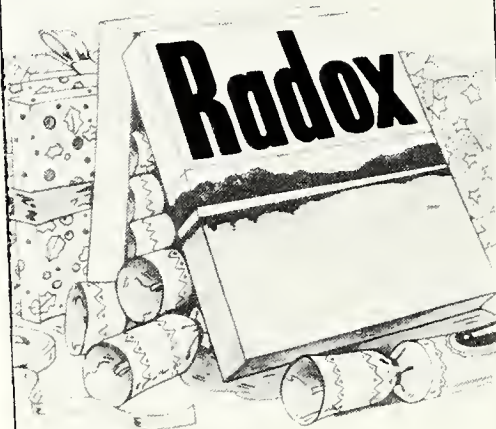
We know how you feel. You get home exhausted

**Two of these adverts
appearing every week
in the mass-market
And that means you
be nearly enough.**

**When you've
met your match**



**When Christmas
drives you crackers**



Relax in a Radox bath

**When
like a da**



Relax in a

**leaning
e spring
of you**



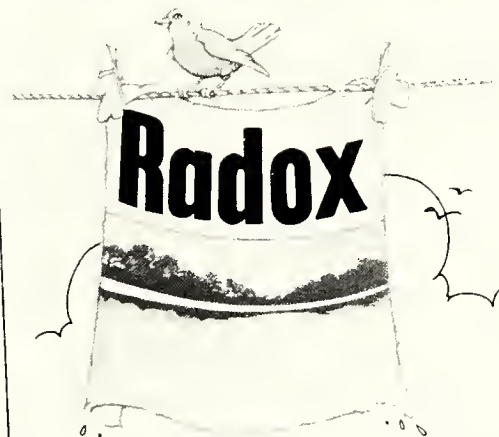
Radox bath

**When aching
muscles are a
regular fixture**



Relax in a Radox bath

**When washday
leaves you
all washed out**



Relax in a Radox bath

We know how you feel. You end up feeling limp, aching and exhausted. That's when you need something hot. A hot Radox bath.

**tisements will be
k, for one whole year,
unday papers.
ur usual order won't**

**When painting is a
pain in the neck**



**u feel
p squib**



Radox bath

**When Whitsun
drives you mad**

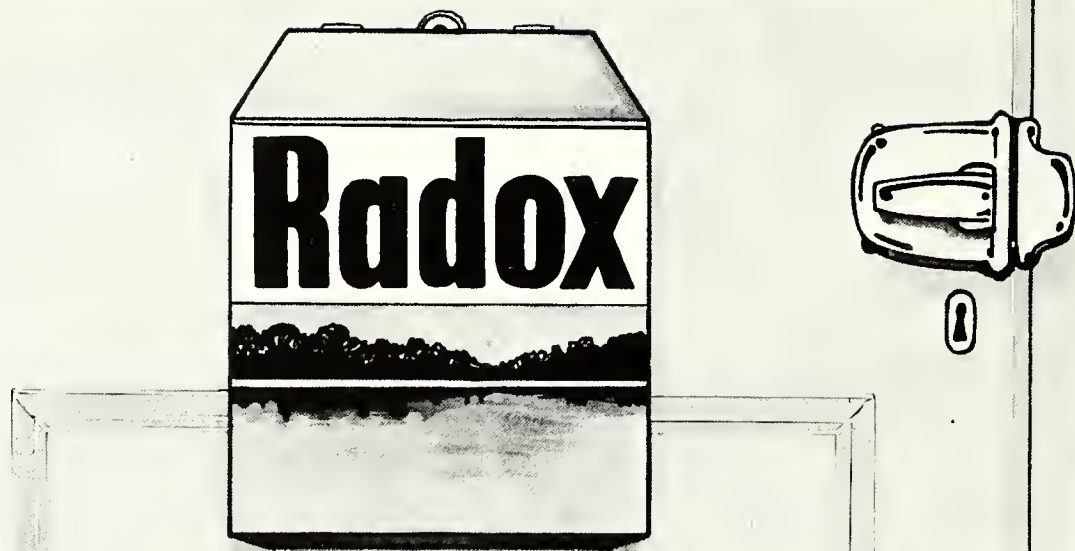


Relax in a Radox bath

**When Bank Holiday
is labour day**



Relax in a Radox bath



Radox Salts created the bath additive market. It's still the biggest brand, still a consistent best seller. But that doesn't mean success can't be improved on. So this year we are supporting Radox Salts with a separate campaign.

From mid-July Radox Salts will appear regularly in the top Sundays shown below. Which means 80% of all men and women in the country will see our advertising at least 35 times.

That should give you something to think about when you're working out your next order.

Nicholas

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Hospital Supplies
Radox is a trade mark.



Chemist & Druggist

The newsweekly for pharmacy

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Comment

The union requests . . .

The whole profession will have sympathy with those pharmacist customers of Grunwick's processing services who have been singled out to receive the most objectionable piece of literature we can ever recall seeing—a letter from a group of Civil Service unions threatening to "black" them unless they co-operate (p44).

The letter refers in its first paragraph to a "request for their help" previously sent to pharmacies by London and Westminster Trades Council. By the second paragraph, that "request" has become "advice"—which is not presumed to have been taken "seriously" since trade with Grunwick was continuing. By the end of the paragraph the talk is of "consequences"—"persuasion" of customers to go elsewhere—and finally of "blacking". It is understood that when an official of one of the unions involved was asked about the needs of the public to have prescriptions dispensed, he replied that "all that mattered" was that the script *should* be dispensed—and the pickets outside a pharmacy were offering to take the prescription to an alternative pharmacy. But in many cases "dispensing" is not *all* that matters; there are questions of professional trust between an individual patient and a pharmacist, of a pharmacist's knowledge of a patient's special needs, of his experience of the patient's medical and treatment history. This leaves aside the right of the patient to choose where a prescription is dispensed—but it would be a brave old lady or heart case who defied the promised "picket line outside your shop during your busiest period".

Earlier, the APEX pickets had been persuaded to moderate the wording of the placards (and their show of strength) displayed outside pharmacies. But the "adopt-a-shop" policy threatens an escalation of the ugly scenes which occurred some months ago—unless, of course, the wording of the unions' letter is calculated to frighten pharmacists into compliance without the need to put its threats into practice.

Perhaps the lowest profile being kept in this dispute is that of the ASTMS general practice section. When so vocal about its ability to act on behalf of contractor pharmacists, why is it not openly declaring its support for those faced with union, as opposed to government, hindrance in fulfilling their professional responsibilities? Why have we heard nothing of the brotherly approaches made to APEX and other union's to ensure that at least the professional services of the pharmacist are declared inviolate?

Fuel to the fire

Foolishly, it seems, contractors had formed the impression that the proposed change in the pricing timetable was intended to reduce their losses in these inflationary times. Wrong—the DHSS itself wants to pocket the difference (p44). If this Government aims to ensure that all contractors are in the mood for militancy should the need arise, it is certainly going the right way about it!

New picket threat to pharmacies

A letter signed by seven civil service union leaders has been sent to pharmacists dealing with Grunwick film processors, warning them that if they did not cease, the unions would "adopt" the shops and customers would be persuaded to use alternative pharmacies in the area.

The letter says that pharmacists "will be aware of the current industrial dispute taking place at Grunwicks and its subsidiaries Bonuspool, Trucolour and Cooper and Pearson and that they should have received a letter from David Triesmen, secretary of the London and Westminster Trades Council, requesting help in bringing the dispute to a speedy conclusion by ceasing to trade with Grunwick and its subsidiaries.

"Unfortunately you do not seem to have taken Mr Triesmen's advice seriously and appear willing to continue to trade with the firm." The letter then says that the signing unions, with colleagues from other branches in the area, "have decided to 'adopt' your shop in order to bring home to you and more importantly to your customers the consequences of your continued trading with Grunwicks".

The adoption would take the form of a picket line outside the shop during the busiest period, the object being to persuade customers to make use of alternative chemists in the area. "In short, we intend to black your shop. If you are in any doubt as to the effectiveness of this type of action you may care to note that the trade union movement's 'adopt-a-shop' policy in relation to this dispute has caused a number of chemists and photographic businesses to cease trading with Grunwicks in view of the loss of business involved."

The letter ends with the "sincere wish" of the signatories that dealers "will reconsider" their relationship with Grunwick.

NPA protest

The National Pharmaceutical Association has written to Mr David Ennals, Secretary for Social Services, expressing concern at the situation. The Board of Management says it was disturbed to hear about the letter but it was a report in *The Times* that prompted the approach to him. The report said that small chemists supplying Grunwick had been warned by the Association of Professional, Executive, Clerical and Computer Staff (APEX) that their drugs supplies would be cut off if they continued. Mr Christopher Wright, branch secretary of APEX is reported as saying "We will close them down".

The NPA's letter asks Mr Ennals to assist in ensuring that there is no breakdown in the NHS pharmaceutical service as a result of APEX actions.

The unions' letter has also been drawn to the attention of the Attorney General,

Mr Sam Silkin, by the Pharmaceutical Society.

C&D was unable to establish how many pharmacists had received the letter, or to find evidence of further picketing.

160 MPs sign motion

There were this week 160 signatures on the Parliamentary early-day motion calling for improved remuneration for chemists (C&D, July 2, p4) and there have been two amendments put down by MPs. One seeks to add that the motion "looks forward to a favourable report following up on the representations now taking place between the Secretary of State for Social Services and representative bodies of the chemists"; the other (tabled by an anti-Marketeer) seeks to relate chemists' problems to the introduction of VAT.

The Pharmaceutical Society is continuing to write to MPs urging support for the motion—so far, all replies have been

sympathetic and promised either signature or an approach to the Secretary of State or both.

July 25 is 'decision day'

The Pharmaceutical Services Negotiating Committee delegation is to return to the Department of Health on Monday, July 25, to hear the outcome of its approach to the Secretary for Social Services, Mr David Ennals, on the proposed "cut" in contractors' remuneration. Originally it had been anticipated that the meeting would be held some time during this week: no reason for the delay has been announced.

Pre-registration grant

Chemist contractors are to be paid £1,000 per annum for each pre-registration student commencing employment from June 1. Students may be graduates of a UK school of pharmacy or an undergraduate on a sandwich course.

Contractors should claim the payment from their Family Practitioner Committee on form FPN148 (appendix), as £500 at the end of each six month period or at the end of the actual period if shorter. The form requires confirmation of employment by both responsible pharmacist and student.

The size of grant will be reviewed in future years. FPC's are to check claim forms against a list of trainees provided by the Pharmaceutical Society.

DHSS seeks 'cut' over price timetable

The anticipated change in the timetable for reflecting price changes of proprietary preparations dispensed on NHS prescriptions has been held up—because the Department of Health wants to "recover" the benefit that might accrue to contractors.

The Pharmaceutical Services Negotiating Committee last week expressed "indignation" at the delay in implementing the proposals (C&D, June 4, p793), which would have meant that if a price rises on or before the first of the month, the new price would be payable on all prescriptions dispensed during that month. Now the PSNC has received a letter indicating that the Department claims that the proposed change in the timetable would give rise on average to a 2 per cent over-reimbursement of net ingredient costs to contractors which would "have to be recovered".

Commenting to C&D on Wednesday, Mr Bob Worby, PSNC chairman, said the Departments' attitude was ridiculous. The system had been devised to protect chemists from the dramatic price reductions in antibiotics as patients ran out and it was unreasonable to use it now to insulate the Government against the effects of inflation—which in theory was under their own control, but certainly not under chemists control!

A PSNC statement issued this week strongly disputes the claim and promises that it will form part of the discussions with the Secretary of State at the forthcoming meeting. Although it had been expected this week, it was announced, when C&D went to press on Wednesday, as July 25 (see above).

In an interview on the BBC Radio 4 "Today" programme last week, Mr David Sharpe, a member of the Pharmaceutical Society's Council and NPA Board, again explained how the smaller pharmacy could no longer subsidise the NHS dispensing, upon which it was increasingly dependent. Pharmacists were not making enough profit from dispensing to pay for replacement stocks—which was a reason why patients were sometimes asked to come back for the balance of a supply. The programme's presenter added: "The Department of Health say their surveys show a higher return on drug stocks is justified . . . that there is no evidence that NHS remuneration is the main cause of the closures of chemists' shops."

"Dope" magazine available

Claimed to be Europe's first dope magazine, *Home Grown* was recently launched. Its premiere issue presents "the most authoritative writers on dope-orientated subjects and an array of fine graphic art".

In an editorial column, the editor and publisher, Lee Harris says the aim of the magazine is to present "an enlightened and informative, as well as entertaining, attitude to dope and related subjects—views and approaches not expressed by the popular press and other media". Contents of the first issue include: Cannabis and the law; personal experiences of drug taking and being "busted" by the police; advertisements for hookahs and erotic smoking mixture. The magazine claims not to advocate use of illegal substances.

NHS share of turnover is still climbing

National Health dispensing is still accounting for over half total turnover and climbing according to the latest *Retailer Bulletin* from the A. C. Nielsen research organisation which now again provides a direct comparison with the same period last year. Until recently that has not been possible following the change of base for small independents to under £30,000.

For large independents, NHS share of total turnover was 61.5 per cent during March-April compared with 60.5 per cent last year. Multiples (excluding Boots) and Co-operatives increased to 50 per cent (48.1 per cent) and small independents increased to 59 per cent (58.4 per cent). Average receipts for NHS dispensing increased by 16 per cent to £819 per week for multiples-Co-ops; 14 per cent to £550 for small independents and 14 per cent to £1,157 for large independents.

Average number of prescriptions dispensed per shop was 1,400 February; 1,611 March (1,572, 1,604 last year) for small independents; 2,975 February; 3,318 March (3,309; 3,381) for large independents and 2,083 February; 2,386 March (2,324; 2,388) for multiples and Co-ops. Average weekly cash takings per shop increased in all cases: small independents up 9 per cent to £285; large independents up 9 per cent to £706; multiples and Co-operatives up 8 per cent to £763.

Total cash receipts increased from £127,785,000 to £142,653,000 shared as 28.1 per cent (28.4 per cent last year) for small independents; 58 per cent (57.7 per cent) large independents and 13.9 per cent (13.9 per cent) multiples-Co-operatives.

Chemists' May sales

Retail sales by chemists and photographic goods dealers were 13 per cent higher during May than in the same month last year, according to Department of Industry statistics. The new sales index for all chemists was 215 (1971=100) while that of all businesses was also 215, an increase of 14 per cent. Independent chemists' and photographic dealers' sales rose 10 per cent to an index of 182 whereas independent retailers generally had an 11 per cent increase to 192.

Rota fees to go up

Rota fees are to be increased from August 1 following negotiations between the Pharmaceutical Services Negotiating Committee and the Department of Health. The new scales will be: £3 per hour on weekdays (at present £2.75) and £6.50 per hour on Sundays, public holidays and early closing days (£6.25).

Mr R. Selkirk, this year's winner of the Lawrence Prize awarded annually by Barclays, was presented with a cheque for £100 and his certificate by Mrs V. Canning, the wife of Barclay's managing director, at a reception held at the Albany Hotel, Nottingham. The Lawrence Prize is presented each year to a second year student of pharmacy at Nottingham



University for his or her contribution to student affairs. Pictured left to right are: Professor S. S. Davis, Lord Trent Professor of Pharmacy at Nottingham, Mr R. Selkirk, J. Canning, MPS, managing director of Barclays, and Mrs Canning

'Industry does too little for pharmacists'

Many general practice pharmacists think that the pharmaceutical industry's marketing and advertising specialists do very little to help them in their work of advising the patient and the doctor, Mrs Estelle Leigh, president of the Pharmaceutical Society, told a luncheon meeting of the Pharmaceutical Marketing Club last week.

Mrs. Leigh asked how many representatives were pharmacists—and how many gave information and data sheets to the pharmacist, rather than just a leaflet quoting size, strengths and prices. The pharmacists in industry, she said, had an advantage over other scientists because of his training and his common background with pharmacists in the community; he had experience of what information was required in general practice or hospital pharmacy.

Turning to self-service sale of analgesics, Mrs Leigh suggested that the OTC industry's case had been "perfectly legitimate" because it knew that attractive display would lead to impulse purchase—but also, in the Society's view, to purchase of more than was needed. Pharmacists, however, saw too often the effects of drug overdoses.

Support for campaign urged

Mrs Leigh asked the PAGB and ABPI to join wholeheartedly in the forthcoming health education campaign, in which Mr Ennals had suggested there should be stress on the importance of seeking a pharmacist's advice wherever possible when medicines are obtained. The president hoped that the two organisations, and individual firms would recognise that they had "a responsibility to the consumers who helps to make them so profitable".

Mr Peter Lumley, ABPI, pointed out that one-third of the industry's representatives were pharmacists and that the Data Sheet Compendium went to all retail and hospital pharmacies. He challenged Mrs Leigh to say that he couldn't go out now and buy 500 aspirins from chemists. The president admitted that, like other professions, pharmacy had its "black sheep".

A former representative (with HND in pharmacology) asked the extent of hospital

pharmacists' influence on consultants' prescribing habits; his experience had been that many general practice pharmacists did not want to see the representative. Miss Maureen Tomison, the Society's head of publicity, reported that she had recently been touring hospitals and seen the pharmacists' growing role—their advice on treatment was being sought during ward rounds, for example. A pharmacist, Mr Mark Davis, agreed—but felt that the general practice pharmacist was the most "overtrained para-medic"; the Society should spend more time elevating his status by taking out the commercial. But Mrs Leigh replied that people could not be made to do what they were unwilling to do—and nothing better could be done for their status than that no one else should be able to sell medicines.

Pharmacist calms knife-youth

A Boots pharmacist persuaded a 17-year-old youth to hand over two knives after the youth had stabbed a girl in the shop.

Mr Brian Eden, deputy manager of the St Heliers, Jersey branch, told *C&D* "The situation was not as dangerous as it seemed. It needed somebody to take charge of the situation". Eyewitnesses say that if it had not been for Mr Eden's courage the youth might have attacked shoppers.

The youth apparently approached the girl and stabbed her although Mr Eden did not see the actual incident. The 17-year-old-girl ran screaming and bleeding from multiple wounds behind the pharmacy counter. Staff administered first aid and the girl was sent to hospital.

Mr Eden, 34 and married with two children, said that he was concerned at the danger to the public in the shop. He praised the public for reacting responsibly and keeping away while he talked to the youth.

After hearing about the incident, the elder daughter of Jesse Boot, Mrs Brucc, who lives on the island, has invited Mr Eden to tea next week.

'Laws based on PAGB code'

The continuous scrutiny of the proprietary medicine industry is leading to an increasing recognition of the value of self-medication to the health care system, and frequently legislation has reflected the good practices introduced by the industry itself, according to Mr J. P. Wells, executive director, Proprietary Association of Great Britain.

In the 1976-77 annual report, Mr Wells says the licensing system owes much to the voluntary co-operation between the industry and Committee on Safety of Drugs. New labelling and advertising requirements are based largely upon the provisions of the PAGB code. There are now 70 members and 26 associate members of PAGB.

The report estimates that the cost of the review of product licences by the Department of Health medicines division is currently £350,000 a year with a further £1½m (official 1976 estimate) for activities connected with the licensing system. These costs were eventually met by the public who paid more for home medicines, but in return got the assurance that medicines produced in the UK were as safe as human ingenuity could make them.

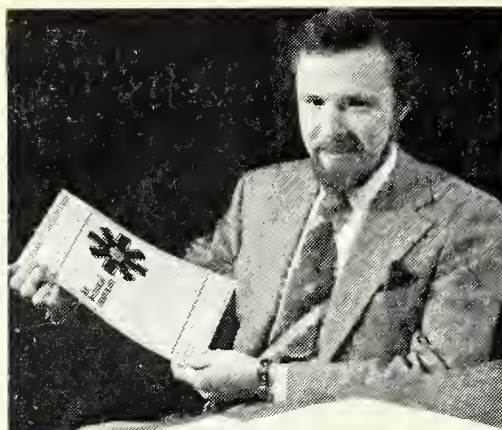
At the end of 1975 the staff of the medicines division totalled 216, including 50 pharmacists, 17 doctors, 17 other scientists and 19 senior administration staff. The division was a substantial competitor against the British pharmaceutical industry for high technically qualified staff, the report says.

Problems of new legislation

The volume of proposed new legislation was still presenting problems for members and much of the legislation discussed in last year's report remains to be finalised, the report notes. In anticipation of Part III of the Medicines Act finalising in late 1977 the report says that those involved in its implementation will be glad to see it on the Statute Book to end the uncertainties and enable them to carry out rational forward planning.

The proportion of complaints against PAGB members' advertising had been negligible. In the course of negotiations with the Department and media representatives, it became clear that self-regulation in advertising remained the only truly effective method of control. The Department did not seem anxious to assume responsibility for pre-clearance of copy on a regular basis, the report says.

The Department is to consult with PAGB on licence fees in advance of the 1977 regulations because increases last year created considerable problems for the industry with little time for consideration. The 1976 regulations charged a high initial fee unless the product was identical to existing formulations. The report points out that that was not the way to encourage



Mr Keith Hemingway, managing director, Approved Prescription Services, holds the Institute of Packaging Starpack Award certificate for technical innovation. The company won the Award in conjunction with U. G. Closures & Plastics for Pharmapac reclosable child-resistant analgesic packs

innovation and notes that the new proposals are likely to restore the situation.

The Committee on Review of Medicines, chaired by Sir Eric Seowen is now established and PAGB has submitted six papers for consideration on general points in regard to home medication. Individual companies would be responsible for supporting special formulations. The papers concern safety and efficacy problems; indications, dosage, cautions and associated labelling aspects of aspirin and aspirin products; combination products as home

medicines; use of mild analgesics in combination products; paracetamol overdose; aspirin on the gastro-intestinal tract.

Exports, the report says, have risen from £80m to £452m in ten years; it is regretted that the achievement passed almost unnoticed. From 1975 to 1976 all markets increased with the highest in America (37 per cent) closely followed by the European Free Trade Association (36 per cent). Nigeria is listed as the top export market.

NI degree results

The following have obtained the BSc (Honours) degree in pharmacy from Queen's University, Belfast:—

First class: Ballantine, J; Burns, W. J. D; Drain, K. F.

Second class, first division: Adams, M. L; Alderton, D. M; Johnston, A. E; Kelly, M. T; McAteer, M. V; Mulvenna, A. C; Neeson, N. H; Sonner, B. C.

Second class, second division: Baillie, G. R; Barker, U. A; Beatty, L. J; Carmichael, M. E. G; Crawford, S. A; Donnelly, M. E; Givan, R. H; Hunter, E. H; McElhone, F. P. V; McGovern, L. E; McIntosh, H. M; McMullan, A. T; Magirr, P. A; Parker, R. M; Patterson, S. T; Wallace, A. H.

Pass: Agnew, R. E; Akberali, H. E; Cairns, P. R; Clarke, N. A. A; Convey, S. A; Crilly, B. M; Gaffney, M. C; Gourley, J. T; McCollum, A; McNeilly, A. J. T; Mullan, S. M; Patel, K. C; Tohill, T. C.

New labelling requirements in force

New labelling requirements for containers and packages of medicinal products for human and veterinary use have been issued (Medicines (Labelling) Amendment Regulations 1977, SI 1977 No 996, HMSO, 25p). They are based on the draft regulations issued in March (C&D, March 19, p388), but the dates when some of the provisions come into force have been postponed.

Immediately effective in respect of dispensed medicines are the requirements that products for external use only which are not on a general sale list should be labelled "For external use only", and that products containing hexachlorophane for administration to humans and which are not on a general sale list must be labelled "Not to be used for babies"—or a warning not to administer except on medical advice, to a child under two years. The remaining requirements listed below come into force in stages—except that newly-marketed products may be required to comply if the licence was granted after June 30, 1977.

All medicinal products, except for such products as toothpaste and medicated confectionery, will have to be labelled with the warning "Keep out of the reach of children" or similar words, when they are sold retail or dispensed, though this requirement will not come into force for dispensed medicines until July 1, 1979.

Products containing antihistamines (C&D, March 19, p388) must be labelled: "Warning. May cause drowsiness. If affected, do not drive or operate machinery. Avoid alcoholic drink". Products taken

orally by humans which contain aspirin, aloxiprin or paracetamol must be labelled prominently with a phrase such as "Contains aspirin" and the warning "If symptoms persist, consult your doctor". Products containing paracetamol must also be labelled "Do not exceed the stated dose".

Products which may only be supplied on prescription must be labelled with the letters "POM" in a rectangle, and other products which may only be sold or supplied from a registered pharmacy must be labelled with the letter "P" in a rectangle.

There are transitional arrangements for various categories of products to allow adequate time for new labels to be prepared and for manufacturers, wholesalers and retailers to dispose of existing stocks. These arrangements follow the pattern of the temporary provisions in the Medicines (Labelling) Regulations 1976, but all the effective dates have been deferred for six months—until January 1978 in the case of products with ordinary licences. The extra period of grace applies to the standard particulars in the principal regulations as well as to the new requirements.

The regulations also make some minor amendments to the Medicines (Labelling) Regulations 1976, to assist in their interpretation and operation. These amendments are effective from July 1, 1977.

An explanatory leaflet, Medicines Act Leaflet MAL 49, which gives a general guide to the regulations, is available from DHSS, Medicines Division, Finsbury Square House, 33 Finsbury Square, London EC2A 1PP.

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treatment for bronchial
asthma in adults and
children**

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- ★ no tolerance has been reported

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Packs

60mg x 100 capsules; 125mg x 100 capsules
250mg x 100 capsules; securitainers



Rona Laboratories Limited,
Cadwell Lane, Hitchin,
Herts, SG4 0SF
Telephone: Hitchin 51421

**new product
announcement**

BEECHAM PROPRIETARIES

(MEDICINES)

announce the following prices effective from
30th June 1977

| Product Description | Retail Price Per Unit incl. VAT | Standard Wholesale Price per dozen or case* excl. VAT | Product Description | Retail Price Per Unit incl. VAT | Standard Wholesale Price per dozen or case* excl. VAT |
|-------------------------------------|---------------------------------|---|--|---------------------------------|---|
| | | £ | | | £ |
| Beechams Powders Standard 8's | 33p | 2.80 | Germolene Standard | 34p | 2.88½ |
| Beechams Powders Large 19's | 55p | 4.67 | Germolene Large | 52p | 4.41½ |
| Beechams Powders 60's | 6p | 2.54½* | Germolene Tube | 34p | 2.88½ |
| Beechams Powders Tablets 16's | 33p | 2.80 | Germolene Medicated Footspray (120g) | 52p | 4.41½ |
| Beechams Powders Tablets 40's | 55p | 4.67 | Germolene Medicated Plasters | 34p■ | 2.88½ |
| Beechams Powders Hot Lemon 5 schts | 39p | 3.31 | Germolene New-Skin | 34p | 2.88½ |
| Beechams Powders Hot Lemon 10 schts | 63p | 5.35 | Germoloids Suppositories Standard | 40p | 3.39½ |
| Beechams Powders Hot Lemon 30 schts | 10p | 2.12* | Germoloids Suppositories Large | 74p | 6.28 |
| Phensic Tablets 24's | 34p | 2.88½ | Germoloids Ointment | 40p | 3.39½ |
| Phensic Tablets 50's | 47p | 3.99 | Germoloids Moist Toilet Tissues | 36p■ | 3.05½ |
| Phensic Tablets 100's | 75p | 6.36½ | Veno's Standard 75ml | 40p | 3.39½ |
| Phensic Tablets strip 6's | 11p | 2.80* | Veno's Large 135ml | 56p | 4.75½ |
| Nurodol Standard 12 Tablets | 29p | 2.46 | Veno's Honey & Lemon Standard 75ml | 40p | 3.39½ |
| Nurodol Large 24 Tablets | 49p | 4.16 | Veno's Honey & Lemon Large 135ml | 56p | 4.75½ |
| Cephos Powders 8's | 33p | 2.80 | Mac Lozenges Tube | 12p | 1.02 |
| Cephos Tablets 16's | 33p | 2.80 | Mac Lozenges Carton | 27p | 2.29 |
| Phosferine Tablets Standard | 27p | 2.29 | Mac Honey Lem. Lozenges Tube | 12p | 1.02 |
| Phosferine Tablets Large | 47p | 3.99 | Mac Honey Lem. Lozenges Carton | 27p | 2.29 |
| Phosferine Liquid Large | 47p | 3.99 | Night-Nurse ♦ | 87p | 7.38½ |
| Yeast-Vite Standard | 29p | 2.46 | Clear Night ♦ | 55p | 4.67 |
| Yeast-Vite Large | 56p | 4.75½ | Beecham's Pills Standard | 28p | 2.37½ |
| Phyllosan Standard | 50p | 4.24½ | Beecham's Pills Large | 50p | 4.24½ |
| Phyllosan Medium | 75p | 6.36½ | Beecham's Pills Envelope | 10p | 1.70* |
| Phyllosan Large | 148p | 12.56½ | Fynnon Salt | 33p | 2.80 |
| Iron Jelloids Standard | 57p | 4.84 | Fynnon Calcium Aspirin Standard 24's | 36p | 3.05½ |
| Iron Jelloids Large | 92p | 7.81 | Fynnon Calcium Aspirin Large 48's | 59p | 5.01 |
| Eno 'Fruit Salt' 10 schts | 32p | 2.71½ | Ellimans Universal/Royal Embrocation Standard 70ml | 30p | 2.54½ |
| Eno 'Fruit Salt' Standard | 44p | 3.73½ | Large 110ml | 43p | 3.65 |
| Eno 'Fruit Salt' Large | 73p | 6.19½ | A & P infants' Powders | 28p | 2.37½ |
| Dinneford's Gripe Mixture | 32p | 2.71½ | Badedas | | |
| Maclean Indigestion Tablets 22's | 29p | 2.46 | Badedas Sachet 1 Bath Size | 17p■ | 1.37 |
| Maclean Indigestion Tablets 44's | 48p | 4.07½ | Badedas Tube 5 Bath Size | 66p■ | 5.31½ |
| Maclean Indigestion Powders Large | 48p | 4.07½ | Badedas Bottle 10 Bath Size | 125p■ | 10.07 |
| Setlers Tablets 30's | 26p | 2.20½ | Badedas Bottle 25 Bath Size | 297p■ | 23.92½ |
| Setlers Tablets 50's | 39p | 3.31 | Badedas Bottle 75 Bath Size | 717p■ | 57.76 |
| Setlers Roll 10's | 11p | 1.87* | Badedas Soap | 69p■ | 5.56 |
| Diocalm Tablets 48's♦ | 49p | 4.16 | Badedas Talc | 89p■ | 7.17 |
| Diocalm Tablets 88's♦ | 80p | 6.79 | | | |
| All Fresh Clean-Up Squares | 32p■ | 2.71½ | | | |
| All Fresh Baby Bottom Wipes | 32p■ | 2.71½ | | | |
| Clean and Clear | 67p | 5.69 | | | |

■ PRICE MAINTENANCE - Fixed prices for all above products except those marked

♦ Sale is restricted to persons lawfully conducting a retail Pharmacy business and Wholesalers registered to deal with drugs referred to in Schedule 1 of the Misuse of Drugs Regulation 1973.

* Prices are quoted per case for products marked

VALUE ADDED TAX - All case terms prices are subject to the addition of 8% V.A.T.

People

Mr Norman C. Cooper, MSc, MPS, chief pharmacist of the Northern Ireland Department of Health and Social Services has been awarded the degree of Doctor of Philosophy by Queen's University, Belfast, for his thesis on the development of pharmacy in Ireland. He is a Fellow and past president of the Pharmaceutical Society of Northern Ireland.

Mr T. V. M. Bellm, managing director of International Laboratories, has been elected president of the Proprietary Association of Great Britain. **Mr D. N. A. McLure**, Beecham Products, and **Mr D. J. C. Sutherland**, Miles Laboratories, were elected vice-presidents and **Mr R. E. Gay**, International Chemical Co, treasurer. The offices of president and vice president are newly created under the new PAGB articles of association.

Mr A. F. Walton, FPS, marketing director of WB Pharmaceuticals Ltd, has retired after almost 32 years' service with the company. He started as a medical copywriter in 1945, and became manager of the medical department of Ward Blenkinsop and Co Ltd in 1947. WB Pharmaceuticals Ltd was formed in 1970 as a separate company with Mr Walton as marketing director, responsible for both home and overseas development. In his retirement, Mr Walton intends to maintain his interest in pharmacy by carrying out locum work for retail pharmacists and hospitals.

Deaths

Goldberg: On June 30, Mr S. G. Goldberg, who had been general sales manager of I. & N. Rabin Ltd for the last 15 years. He was previously with Martindales at their West End premises.

Alexander: Recently at the age of 83, Mr William Lawson Alexander, MPS. He qualified in 1917 and after the 1914-18 war went into partnership with Mr A. Bailey. He took control of their pharmaceutical business in Strait Bargate, Boston, when Mr Bailey died in 1942. Mr Alexander was a past-president of the Lincolnshire Branch of the Pharmaceutical Society and a JP.

Stroeher: Suddenly, at the age of 52, Herr Erhardt R. Stroeher, one of the owners of Wella International, died whilst on holiday with his wife in Corsica. He was a grandson of Franz Stroeher, the founder of Wella in Germany, and was responsible for production and the building and extension of manufacturing plants both in Germany and elsewhere. One of his special interests was the continuous development of the Wella Museum.

News in Brief

□ The Pharmaceutical Society Statutory Committee is to meet on July 12, 13 and 14, at 10:15 am, at the Society, 1 Lambeth High Street, London SE1.

□ Chemists and appliance suppliers in Northern Ireland dispensed during March 1,164,262 prescriptions (720,736 forms) at a cost of £2,201,738—an average of £1.89 per prescription.

Topical reflections

BY XRAYSER

The bookshelf

My copy of "Martindale" arrived the other day, and it is all you say it is. It is quite indispensable and would make the perfect bedside book but for two reasons. It is too heavy to be comfortable, in a supine position, and its transport from home to pharmacy and pharmacy to home is not to be thought of as a daily operation. And that raises the question of how much longer it can be issued in one volume. We may see a reversion to volumes I and II, examples of which are still on my bookshelf. Most pharmacists, I fancy, would turn to Martindale in preference to the more selective information in the literature of the manufacturer. It is, of course, a work of reference, but there is scarcely a day one does not find it necessary to lift it from the shelf.

The pharmacist acquires a considerable library over the years. When I embarked upon my career there was a BP of 1885 on the bookshelf (though I hasten to add that it was not the current issue). And there were such useful volumes as "Squire" and a *Materia Medica* of Hale White, supplemented by the current edition of *The Art of Dispensing*—then a "must" for both apprentice and master. The shelf also supports *The Chemist's Dictionary of Medical Terms* and a chemist's dictionary of synonyms, still occasionally referred to. The last-named, I feel sure, is essential for the recently qualified, who have not had the opportunity during years of study of being asked for such picturesque substances as *Jegurity* seeds or *Goulard's* lotion.

But the shelf was not occupied entirely by printed books. It was the custom, in days of small-scale manufacturing, to have a recipe book containing the formulas for as wide a selection of oddities as could be imagined. The pages bore evidence of the book being used at the bench, to its lasting detriment. But one in my possession which antedates me by a good many years is full of interest, if only to show the enormous range of preparations prepared by ordinary manipulation.

Rotten stone

I opened the book at random, to be confronted by "rotten stone". That took me back through the years to a shop round labelled in that manner. It must have made a very strong impression on me—it was such a peculiar name—but I cannot recall ever having asked any questions about it. Yet here it is, in a formula for liquid brass polish, and elementary research today tells me that it is disintegrated rock, washed and ground. The other ingredients are oxalic acid, paraffin and methylated spirit, with references to *aqua bullient* and *Cong. ss*—a world kilometres away from where we stand today.

Mirbane oil

Then there is a mouth wash which suggests not only that labour was cheap but that it had powers of application and great reserves of strength. It directs weighed and measured quantities of a number of items—quillaia, glycerin, sodium salicylate, rectified spirit and water—to be put into a bottle and *shaken for several days*. But what was mirbane oil which occurs in metal polishes? My references are silent, yet I have the strange feeling that I once knew.

Then there are cough mixtures of infinite variety, with formulas taking up most of a page, one of which makes assurance doubly sure by containing *paregoric*, *liq. morph. hyd.* and *liq. morph. acet.* It was, of course, long before the days of the household refrigerator, and milk was "preserved" by the addition of a small quantity of formaldehyde. And, along with the refrigerator, there came the manufactured and pre-packed article, and the recipe book, emblem of a vanished age, gathers dust.

New products and packs

Cosmetics and toiletries

Maybelline eye shadow

Maybelline have introduced an automatic cream-on shadow (£0.69). The company says that it is waterproof and creaseproof and will stay on all day. It will be available for sale from the middle of this month in eight shades—peat brown, month in eight shades (Plough (UK) Ltd, Penarth Street, London SE15).

Dietary

Rite-Diet biscuits

A cheese-flavoured Rite-Diet gluten-free biscuit replaces the discontinued savoury product and a biscuit with sultanas has been introduced. Both have a suggested retail price of £0.41 (£7.40 per 24 packets trade) and are expected to be prescribable on FP10 although this has not yet been confirmed by the Committee on Borderline Substances (Welfare Foods (Stockport) Ltd, 63 London Road South, Poynton, Stockport, Ches SK12 1LA).

Electrical

Pifco shaver

The Pifco Precision electric shaver (£17.95) signals the company's return to the shaver market. It has 35 stainless steel cutting blades, a thin flexible foil screen, a wide trimmer for sideboards and moustaches and dual voltage for use on 120 and 240 mains supply. The all-black casing is ribbed for ease of holding and embodies separate on-off switches and a red trimmer switch. The Precision shaver, which comes with a detachable lead and cleaning brush in PVC travel case, will be featured in a nationwide poster campaign due to break in early October through to Christmas (Pifco Ltd, Princess Street, Failsworth, Manchester M35 0HS).

Philips roundbrush styling sets

Philips have two roundbrush hairstyling sets with rotating flexes for tangle-free use. Both will be available for sale at the end of the month. The models are avocado green in colour and have two heat settings giving a choice of airspeed and temperature—700 watts for fast drying and 350 watts for styling. They both have automatic cut-outs, which operate in the event of over heating, and a range of matt black



accessories for styling and grooming. The HP 4212 (£11.64 trade) has a round brush and a comb. The HP 4313 (£13.30 trade) has three accessories in addition to the brush and comb: a curling tong, concentrator and diffuser. The latter combines cool air from the atmosphere with warm from the appliance to give a gentle air-stream suitable for drying fine hair (Philips Electrical Ltd, City House, 420 London Road, Croydon).

Sundries

Astral freshener

Cupal are to introduce an Astral space freshener gel, in a series of packs in various room sizes. The first to be launched is for small spaces of up to 500 cu ft, suitable, says the company, for kitchenettes, toilets and bathrooms. The gel (£0.35) is available in a choice of perfumes—floral, pine, rose, lavender and lemon—and is packed in 20 unit outers in a selection of two perfume assortments (Cupal Ltd, King Street, Blackburn, Lancs).

Kent nail brushes

Kent of London have brought out two new nail brushes, the Quick N.1 (£0.47) and the Quick N.2 (£0.52). Both brushes are on special bonus (G. B. Kent & Sons Ltd, 24 Old Bond Street, London W1X 4AB).

Prescription specialities

RONA-SLOPHYLLIN Gyrocaps

Manufacturer Rona Laboratories Ltd, Cadwell Lane, Hitchin, Herts SG4 0SF

Description Timed release capsules containing theophylline BP. 60mg—opaque white with colourless cap, filled with white pellets. 125mg—opaque dark brown with colourless cap, filled with brown and white pellets. 250mg—opaque blue with colourless cap, filled with blue and white pellets. All strengths have "Dooner" printed on each capsule half

Indications Bronchodilator in symptomatic treatment of asthmatic and for reversible bronchoconstriction associated with chronic bronchitis, bronchial asthma and emphysema

Dosage Adults, 250-500mg twice daily. Children, 6-12 years (20-35kg); 125-250 mg twice daily; 2-6 years (10-20kg); 60-120mg twice daily. The lower dose is suggested initially and increased if optional bronchodilator effects are not achieved. Total 24 hour dosage should not exceed 20mg/kg in divided doses at 8-12 hourly intervals. Should a higher dose be required plasma theophylline levels should be monitored

Precautions Safety in pregnancy not established. Caution in patients with peptic ulcers, cardiovascular disease or severe hypertension

Side effects Only tend to occur if blood levels exceed 20 μ [mg]/ml—reduced dosage usually corrects. Gastric irritation, nausea, vomiting, abdominal discomfort, palpitation, fall in blood pressure, headache, occasional diarrhoea and insomnia, CNS stimulation and diuresis especially in children

Storage Cool, dry place with containers tightly closed

Note Careful plasma monitoring recommended where congestive heart failure or hepatic dysfunction is present since lower theophylline clearance could occur leading to higher than normal plasma levels. Drug interactions have been documented with: Lithium carbonate, propranolol, frusemide, hexamethonium, reserpine, chlorthalidopoxide, cphedrine and erythromycin although clinical significance is uncertain. For overdosage gastric lavage and supportive measures recommended

Packs 100: 60mg, £2.40; 125mg, £3; 250 mg, £3.75 trade

Supply restrictions No legal restrictions Issued July 1977.

FLAGYL suppositories

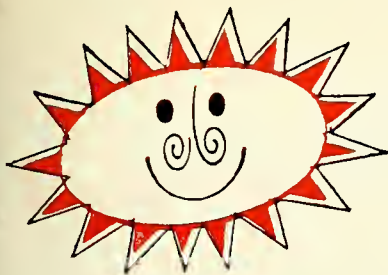
Manufacturer May & Baker Ltd, Dagenham, Essex RM10 7XS

Description Suppositories containing 500 mg and 1g metronidazole

Indications Prophylaxis and treatment of anaerobic infections where oral medication is not possible or contra-indicated

Contraindications As for tablets although no absolute contraindications; where therapy is extended beyond recommended

Continued on p52

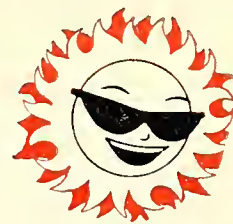


SUNSHINE 'SPECIALS'

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SHAREHOLDER MEMBERS



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30% off

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20% off

EFFERDENT
17½% off



ELNETT
12½% off

WILKINSON
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Bonded Blades
14% off

RECITAL
15% off



LIBRESSE
17½% off



PLUS

AN ADDITIONAL *6% DISCOUNT IN
THE FORM OF PROFIT-SHARING
REBATE (*BASIC RATE FORECAST)

OFFERS AVAILABLE 11th- 29th JULY



ARE YOU MISSING OUT BY NOT JOINING YOUR OWN
WHOLESALE ORGANISATION ? FIND OUT FULL DETAILS NOW.

TO: J.A.L. Speller
General Sales Manager
UniChem Limited, Crown House
Morden, Surrey.

Name _____

Address _____

_____ Date _____

*I would like to know
more about UniChem.*



Prescription specialities

Continued from p50

period, risk of peripheral neuropathy should be considered

Method of use Treatment—Adults: 1g inserted eight-hourly for three days. Oral medication with 400mg three times daily should be substituted as soon as possible. If rectal administration is necessary beyond three days it should be at 12-hourly intervals and not for more than seven days except where for example recontamination is likely or the site of infection cannot be drained. **Children (5-11 years):** As for adults except with 500mg suppositories and oral medication of 7mg per kg bodyweight three times daily. **Infants (and children under 5 years):** As for 5-11 year-olds but with appropriate dosage reductions. Prevention in appendicectomy—**Adults:** 1g inserted two hours before surgery and repeated at eight-hourly intervals until oral medication (200-400mg three times daily) can be given to complete a seven day course. Reduced to 12-hourly insertion if rectal administration necessary after third post-operative day. **Children (5-11 years)** as for adults using 500mg suppository of 3.7-7.5mg per kg three times daily orally. Prevention in colonic surgery—preoperative oral medication of 1g then 200mg eight-hourly for 24 hours until pre-anaesthetic starvation, followed by dosage for appendicectomy including suppository insertion pre-operatively

Side effects As for tablets

Notes Where peripheral neuropathy has developed it has disappeared after cessation of treatment or dosage reduction. Data sheet indications for the suppository are not anticipated to be met in general practice situations

Packs 10 x 500mg (£2.50 trade); 10 x 1g (3.38 trade)

Issued July 1977.

DDAVP (desmopressin injection)

Manufacturer Ferring Pharmaceuticals Ltd, 7 York Street, Twickenham, Middlesex

Description 1ml ampoule containing 4mcg desamino-cys-1-8-D-arginine vasopressin (desmopressin) in an isotonic, sterile, pyrogen-free aqueous solution pH4

Indications As for intranasal DDAVP

Contraindications None established but caution should be observed with pregnant patients although oxytocic effect is low

Dosage Intramuscular or intravenous **Adults** 1 to 4mcg daily. **Children and Infants** 400 nanograms (0.1ml). In post-operative polyuria and polydipsia immediately after surgery, dose should be controlled by measurement of urinary osmolality

Notes When using doses of less than 4mcg should be drawn up from vial as a fraction of millilitre using a diabetic syringe, (not prepared by dilution) because peptides adhere to glass surfaces in dilute solutions

Storage Refrigerate at 4-8°C, protect from light. Shelf life two years

Packs 10 x 1ml ampoules (£10.00 trade)

Issued June 1977.

Trade News

Paterson distribution change

From January 1, 1978, Paterson Products Ltd will distribute their own goods to retailers and wholesalers in the UK. The new distribution arrangements have been amicably agreed with Rollei (UK) Ltd distributors for Paterson since 1974. Up to the end of 1977, orders for Paterson products should continue to be placed with Rollei (UK) Ltd.

Gluten-free biscuits size

To comply with the forthcoming regulations concerning pack weights, the size of the gluten-free biscuits from Farley Health Products Ltd, Torr Lane, Plymouth PL3 5UA, has been reduced overall by 11.5 per cent. The weight per pack is now 200g and pack dimensions have been altered. The moves were included as part of the application to the Price Commission covering the last price change (current rrp £0.39).

Film coated Drapsules

The sugar-coated Bactrim Drapsules are being phased out in favour of a film coated product. The overall dimensions of the new Drapsule are reduced for patient acceptability. Roche Products Ltd, PO Box 8, Welwyn Garden City, Herts AL7 3AY ask that all sugar coated Drapsules be exhausted before reordering the new product in packs of 30, 100 and 500.

A&H strip packaging

Triptafen and Fentazin tablets have been repacked in opaque foil strips of 10, (100 tablets per pack) but in all other respects the products remain the same. Allen & Hanburys Ltd, Bethnal Green, London E2 6LA say that no recall of the current Securitainer packs is envisaged and pharmacists are asked to exhaust such stocks.

Isopto atropine 5ml

Farillon Ltd, Selinas Lane, Dagenham, Essex, have introduced a 5ml Isopto atropine 1 per cent eye drop (£0.63 trade) in addition to the 15ml pack.

Lantex relaunched

Sterling Health Products, St Marks Hill, Surbiton, Surrey, have relaunched Lantex moist toilet tissues. The formulation has been changed to give a moister tissue which is now impregnated with a 1.5 ml of a solution of methylbenzthonium chloride, as against 1.3 ml in the old tissue. The sachet has also been revised and is now said to be a more effective seal against moisture loss. The packaging has been redesigned, retaining the brand identity of the old pack, but with a "brighter, updated image". A counter unit has been produced to hold one dozen packs. A national Press campaign is taking place this month and next, which whilst



aimed at all adults has a slight bias toward people who spend a lot of time driving, since research has shown that this section of the public is particularly prone to anal irritation.

Dristan strip-packs

Dristan decongestant tablets are now strip-packed in cartons of 24 (price unchanged) by International Chemical Co Ltd, 11 Chenies Street, London WC1E 7ET, in line with coming legislation. The new packs may be sold alongside the existing trial packs for the time being.

Process-paid film service

Photo processors Hamilton Tait are now marketing a process-paid film pack, which "enables the dealer to retain the film processing and printing profit, even when the customer is transient". The system consists of carded packs of Kodacolor II film complete with a postal mailer on a self-service stand. The packs are available in 20 exposure 126, 110 and 35mm film sizes, and processing is paid for at the time of purchase—film is supplied at no extra charge.

There are two suggested retail prices. £3.50 for the home market, including postage in the UK, and £4.50 for the overseas visitors, allowing for return airmail postage to any address in the world. The exposed film is sent to Hamilton Tait who return prints direct to the customer's address, (a guarantee is given not to make any follow-up or direct mail offers). Full details from Hamilton Tait Ltd, Penicuik, Midlothian EH26 8BD.

Optrex vitamin C boost

Optrex Ltd, City Wall House, Basing View, Basingstoke, Hants RG21 2JP, have boosted the vitamin C content in their Optrex orange juice and Keldon Fruit Tree orange juice. Keldon Fruit Tree (£0.26) has a new vitamin C level of 400 mg per 100 ml and is said to contain "the concentrated juice of seven oranges", while Optrex orange juice (£0.27) whose vitamin C content has been boosted to about the same amount is said to contain the juice of nine oranges.

Babysoft perfume offer

From mid-July to mid-September Babysoft tissues from Jeyes Ltd, Brunel Way, Thetford, Norfolk, will be in promotional packs featuring an offer of Yardley's Reverie mini-spray for £0.99 including post and packaging (normal price £1.49). This is the first time Yardley will be involving one of their fragrance products in a

Continued on p57

A Three Minute Commercial for Bonjela



Try this simple test.

Next time a patient walks in with a mouth ulcer or sore gums or a teething baby, recommend Bonjela.

And watch.

In 75% of cases Bonjela relieves pain in the mouth within 3 minutes (1).

That's why we call it the three minute smile....

And that's why more doctors, more dentists - and more pharmacists - are recommending Bonjela.

Join them. Stock and display Bonjela.

And have a few more smiling patients.

Bonjela.

The 3-minute smile



BEECHAM
ANNOUNCE

New Formula Setlers

**-now with more for
your customers**



- ★ 20% more active ingredients
- ★ Smoother, mintier taste
- ★ Bright new pack

BEECHAM ANNOUNCE

New Formula Setlers - now with more for you

★ **MORE DEMAND**

Independent audits prove it—in Scottish test market sales soared by 30% in just one year.

★ **MORE TV & PRESS**

50% more than ever before. With new commercials, new press ads starting from July 1st.

★ **MORE IN YOUR TILL**

Extra strong support, extra heavy demand add up to extra cash for you. Don't miss out—order early and big!

**GET EXPRESS SALES, EXPRESS PROFITS
WITH NEW FORMULA SETLERS**



Not only a better ostomy system...

Hollister produces a most comprehensive and technically advanced range of stoma bags and accessories. In the last few years they have pioneered many developments in both design and materials that have established new standards in stoma care.

Hollister' appliances are designed to restore the self-confidence and independence so important to the patient when picking up the threads of a nearly normal life style. You can

recommend a perfectly fitting bag made of odour-resistant plastic with a Karaya Gum Seal to prevent leakage and protect sore skin when you supply Hollister products. You can also recommend a variety of adhesive bags and accessory products.

Hollister bags are comfortable to wear, secure, virtually undetectable in everyday use and simplicity itself to change. But that is only part of the story.

...also a better service

To provide the vital link between the patients leaving hospital and their total independence, we have our own Stoma Advisory Service. Specially trained nurses are available to you and your customers to advise on all aspects of stoma care.

In support of this personalised service we also supply literature and other aids to help patients to deal with problems they encounter. We need your help to make this service widely available. Together we could help a lot of people—ring me on Sheerness 3371 (Ext. 334).

Send them home happy with HOLLISTER* appliances.



To Abbott Laboratories Ltd, Queenborough,
Kent ME11 5EL.

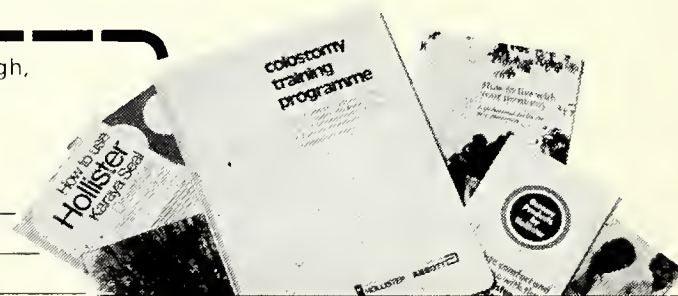
Please send me more information on the
Hollister range of ostomy products.

Name _____

Position _____

Address _____

HO 334



A product of

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• TRADE MARKS OF HOLLISTER INCORPORATED CHICAGO ILLINOIS U.S.A.

Trade News

Continued from p52

money-saving on-pack offer. Commenting on the offer, product group manager, Philip Robinson, says: "Babysoft is becoming well-known in the trade for its successful on-pack offers which provide a real incentive for women to purchase". To obtain a mini-spray purchasers are required to send two cut-out centres from Babysoft tissue packs with the money.

ASP mouthwash in Ireland

ASP, anti-smoking mouthwash, will be distributed in the Republic of Ireland by United Drug Ltd, 7 Lower Fitzwilliam Street, Dublin 2. A series of one week demonstrations in Stillorgan, co Dublin, Galway and Cork during July will form part of the test market.

Retail price in the Republic will be £2.25 and introductory 12 as 10 trade offers will apply for three months. The move follows the success of mobile anti-smoking units, currently visiting major towns throughout the UK, from the manufacturer Antibond Ltd, 16 Boar Lane, Leeds LS1 6EA.

Tabac traveller

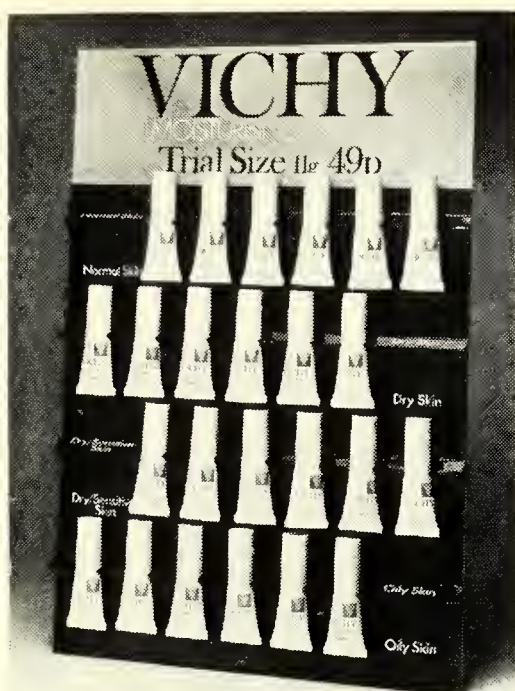
Eylure Ltd, Grange Industrial Estate, Llanfrechfa Way, Cwmbran, Gwent, have added an aftershave lotion traveller to their range of Tabac Original products. The 125ml bottle is on offer for a limited introductory period at a price of £1.99 instead of the normal price of £2.49. A bonus deal is available to the trade consisting of a pre-packed counter merchandiser containing 18 Tabac Original aftershave travellers, plus back up stock of a further twelve bottles, six of which are supplied free (£29.44).

Anti-yellow Dentu-creme

The first burst of television advertising from Stafford-Miller Ltd, 166 Great North Road, Hatfield, Herts, for the new anti-yellow Dentu-creme begins on July 11 in all areas except Eire. Press advertising also begins this month and runs through until December using national newspapers and women's magazines. The launch campaigns are worth nearly £200,000. A new in-store display and introductory bonus terms for the product are available.

Oil of Ulay flowers

To celebrate Jubilee year Richardson Merrell Ltd, 20 Queensmere, Slough, Bucks, asked Jack Harkness, the leading rose grower, to create a rose that would commemorate Oil of Ulay. And so the Margaret Merril Rose, named after the company's first beauty adviser was created. The small white blooms are overlaid with a sheen of satin pink. Jack Harkness used this rose as part of his display at the Chelsea Flower Show, and



was rewarded by winning the gold shield. The company plans to use several hundred rose bushes later this year in various trade promotions linked with Oil of Ulay. They are also celebrating the fact that over the past three years sales of Oil of Ulay have almost doubled.

Dixcel summer promotion

A treble on-pack offer is being used by British Tissues Ltd, 101 Whitby Road, Slough, Berks, to promote Dixcel kitchen towels. Three "hot weather" items are offered—a cooler bag for £3.95 (normally £6.00), six stacking beakers for £0.85, and white cotton sunhats at £0.85 each. Supporting display material is available and British Tissues say they will welcome suggestions from the trade for personalised promotions.

Dana bath powder

Dana Perfumes Ltd, 7 Conduit Street, London W1R 9TG, have reformulated the Tabu spray bath powder to become a soft spray and have relaunched it as part of the Tabu bath range. The drawn aluminium can has been finished in the brown and cream design to match the soap, hand and body lotion and foam bath already available. A header board is available for the 12-pack counter display stand.

Elseve Balsam price

During the peak holiday months, July and August, L'Oreal (Golden Ltd), 18 Bruton Street, London W1A 1BX, will be offering Elseve Balsam creme conditioning rinse for sale at the reduced price of £0.49 instead of £0.75.

Alka Seltzer almanac

Miles Laboratories Ltd, Stoke Court, Stogee Poles, Bucks, are offering Alka Seltzer customers their holiday almanac at a price of £0.50 instead of £0.95 in a summer promotion. The almanac contains information which is said to "help take some of the headaches out of holidays". It covers 26 countries, including Britain and Europe and offers advice on emergency medical care, visas, weather conditions etc. A counter display unit featuring the promotion will be available holding

ten large and ten small packs, and the 45p-off tokens with which customers can obtain their almanacs from the company.

Vichy promotion

A promotion will be available exclusively to chemists during July and August from Vichy (UK) Ltd, 1 Hay Hill, London W1X 7LF. A standard style merchandiser holding 24 sample-size tubes (11g, £0.49) of moisturising cream for oily, normal, dry and dry/sensitive skin.

Sweetex on screen

From July 18 a new Sweetex television advertising campaign is being launched by Crookes-Anestan Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA, to support the introduction of "new Sweetex". The campaign is worth £150,000 and will run in all regions (except Channel) for four weeks featuring singing star, Anita Harris. The company says that "new Sweetex" offers an improved formulation (C&D, April 30, p598) which dissolves faster and which research has shown to be more acceptable to consumers. In addition to television, the product will be advertised in women's magazines from August to November, including *Woman's Own*, *My Weekly*, *Annabel*, *Family Circle*, *Living*, *She* and *Woman & Home*. This will run concurrently with advertising in four slimming publications, *Slimming*, *Successful Slimming*, *Weightwatchers* and *Silhouette Slimmer*.

Yardley plans

Following the current £240,000 worth of television advertising for Je Suis (C&D, June 25, p927), Yardleys of London Ltd, 33 Old Bond Street, London W1X 4AP, are planning to spend a further £360,000 in October and November. The campaign will be supported by a promotional programme which includes sampling and consumer offers. The company now plans to spend a total of £1,350,000 on television advertising in the next six months. This includes plans for Laughter, Chique, Je Suis and Black Label.

Outdoor Girl shades

Outdoor Girl cosmetics distributed by Smith & Nephew Cosmetics Ltd, Hook Rise, Kingston By-Pass, Surbiton, Surrey KT6 7LU, have taken wine and roses as their theme for their summer shades. Lipsticks (push-up £0.24, swivel £0.38) will be available in long-lasting wine, long-lasting grape and long-lasting pink, with nail varnish (£0.34) in warm wine, grapevine and tea rose. The company has also introduced an all-purpose eye pencil (£0.40) in four shades—black, brown, navy and olive.

Numark give one third off

The next Numark promotion from Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wiltshire, will run in store from July 18 to August 6 and has the theme "one third off super-savers". Items on promotion will include Harmony hairspray, new Aquafresh, Imperial Leather soap (regular and banded in pack of three), Wilkinson Sword double edge blades, Clairol Nice 'N Easy and Us antiperspirant. In addition to a whole

Continued on p59

Beecham Bulletin

BEECHAM PROPRIETARIES BRENTFORD MDDX

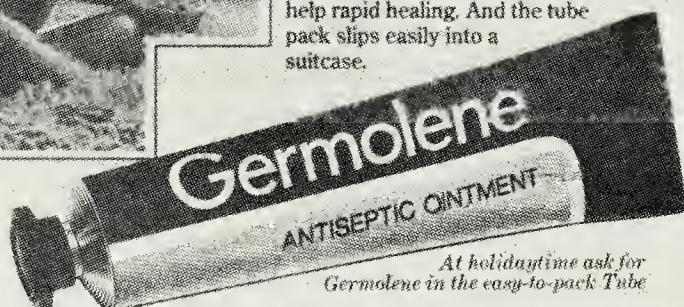
**BEECHAM
HOME MEDICINES
The Business
Builders**

All Fresh, Germolene Ointment & Footspray: HOLIDAY TIME- BOOM TIME



Packed and ready for holiday first aid

Cuts and grazes on the beach, blistered heels, sunburn . . . for all these holiday hazards, Germolene is ideal. It contains special soothing, antiseptic ingredients that quickly comfort soreness and help rapid healing. And the tube pack slips easily into a suitcase.



Germolene—the cut n'graze ointment

HOLIDAYS, picnics, days out in the country or on the beach . . . now they're here again, so is the peak-selling season for All Fresh Clean-up Squares and for Germolene Ointment.

Reinforcing seasonal demand is yet another All Fresh TV campaign and the special Germolene holiday ad, shown alongside.

Press Support

What goes for these two brands goes for Germolene Footspray too. Hot pavements and tired dusty feet make sure of that, as does the renewed National press support.

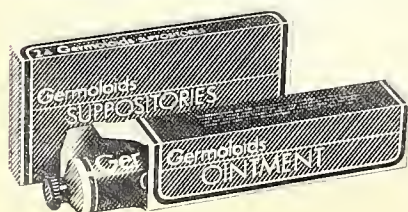
Reorder now

Altogether, it's a wise precaution to check stocks now and to get orders in early. Last year, Beecham remind, too many retailers sold out of All Fresh and were unable to reorder in time.

ANOTHER BEECHAM LEADER

Germoloids Suppositories and Ointment are, say two independent sales audits, now clear brand leaders among proprietary haemorrhoid treatments.

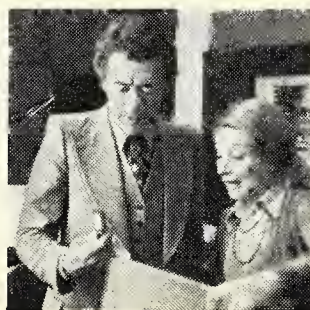
For chemists, the inference is clear: it makes sense to stock this brand and to keep it on display. Advertising support is constant and demand increases steadily.



New Setlers make news

Arousing great interest in the trade are new formula Setlers, with their new pack, new mintier flavour and 20% more active ingredients.

Without doubt, this thrusting brand will interest indigestion sufferers every bit as much, especially when they see and resee the interest-packed launch TV commercial — see the preview clip shown here.



PROFIT EXTRA

DINNEFORD'S A firm favourite with mothers nation-wide, this leading Gripe Mixture is currently backed by brand new ads, both in the National press and women's magazines. Result: new interest among purchasers, new sales for retailers.

DIOCALM Holiday time sees big advertising to back the handy display, selling this reliable "holiday tummy" brand leader.



LR/Sanitas are selling in two Camberwick Green Christmas coffrets, one contains a foam bath, talc and soap (£1.15) and the other a foam bath and talc (£0.85)

Trade News

Continued from p57

page advertisement in the *Sun*, all the products will be advertised in selected regional newspapers and on Ulster television. Supplementary lines on promotion will include Batiste shampoo, Corimist spray tonic, Nivea creme and Clairol Natural Balance conditioner. Optional extras include Germoloids suppositories, ointment, and tissues, Andrews Liver Salts and Hedex. Local wholesalers will also be offering promoted items to their members but these will vary between franchises.

Radox on Sundays

Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4AU, are running a series of twelve advertisements for Radox Salts in national Sunday newspapers from mid-month. Two a week will appear for a year in *News of the World*, *Sunday Express*, *Sunday Mirror* and *Sunday People* (see inset in this issue).

on TV next week

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

Anadin: All areas

Crest: All except G, E

Dentu-creme: All except E

Elastoplast: Y, NE, B,

Head & Shoulders: All areas

Mum Rollette: All except E

Optrex: A

Optone: Lc

Poly Simply Sensational: Ln, So, M, WW, We

Soft & Gentle: All areas

Three Wishes: All areas

Vitarich: Lc

Changes forecast in cosmetics and toiletries market

The young women of Europe, for so long the growth factor in cosmetic-marketing, have changed their attitude towards make-up, according to a 256-p study published this week. "Allowing for the so-called 'natural look' in make-up fashion, the development appears to have gone beyond this concept to become a real 'natural look'—ie no make-up at all! And the explosive growth expected in sales of eye make-up, rouge and blushers has fizzled out in almost every country in Europe".

The study, entitled the Cosmetics and Toiletries Market in Europe, has been published by Frost & Sullivan, 104 Marylebone Lane, London W1M 3FV. It examines in detail the EEC countries' business in perfumes, cosmetics and toiletries—a total market worth over \$8,000m in 1975, and expected to expand to more than \$14,000m by 1985 (retail value). However, the study gives stern warnings to manufacturers. The effect of economic problems, inflation and un-

employment throughout Europe has meant that the disposable income of the family is considerably less than it was a few years ago, resulting in a massive switching operation from expensive products to cheaper substitutes. In addition, while young women may be moving from conventional make-up, more young men are using toiletries than ever before. In the UK alone there are 20 million males over 15 in the market "who are responding to the blandishment of the marketers", says the study. "If we can accept that a shift in masculine attitudes is at last taking place the growth factor should be interesting for quite a few years ahead."

The table below shows the comparative tables of the EEC market situation 1973-5. From this it will be seen that Germany and France are way ahead of the rest of the EEC countries in this market, with only Belgium and Luxembourg out of all the rest having a market share which is bigger than their share of population.

Perfume, cosmetics and toiletry sales—US\$ millions at manufacturers' prices

| Country | Population (m) | 1973 | 1974 | 1975 | % of pop. | % of market |
|----------------------|----------------|--------|--------|--------|-----------|-------------|
| UK | 55.96 | 462.4 | 562.6 | 686.8 | 21.6 | 17 |
| France | 52.91 | 778.0 | 892.2 | 1024.7 | 20.5 | 25.3 |
| Germany | 61.83 | 1253.7 | 1289.4 | 1359.6 | 24.0 | 33.6 |
| Italy | 55.81 | 445.9 | 520.7 | 611.7 | 21.58 | 15.1 |
| Belgium & Luxembourg | 10.2 | 130.2 | 156.4 | 187.6 | 3.9 | 4.6 |
| Denmark | 5.06 | 28.9 | 29.9 | 34.5 | 1.95 | 0.85 |
| Netherlands | 13.65 | 96.3 | 105.0 | 117.2 | 5.27 | 2.9 |
| Eire | 3.13 | 17.0 | 18.0 | 21.0 | 1.2 | 0.5 |
| Total | 258.55 | 3212.4 | 3538.2 | 4043.1 | 100.00 | |

Price Code consultative document published

The Government's proposals for a new Price Code, together with draft regulations to provide safeguards from the effects of the new investigatory powers in the Price Commission Bill, were published on Monday in a White Paper presented to Parliament by Roy Hattersley, Secretary for Prices and Consumer Protection. The intention is to bring the new Price Code into operation on August 1 this year when the other new powers in the Bill are expected to take effect.

The Price Commission Bill provides that the existing cost-related controls on the individual prices of manufacturing and service firms will not be continued in the new code. However, the margin controls—on the net profit margins of all firms and the gross percentage margins of distributors—will be retained for one further year alongside the new permanent investigatory powers in the Bill. The consultative document makes it clear that the continuation of margin controls is conditional upon the approval by Parliament of a White Paper on pay policy after July.

No fundamental changes are proposed in the operation of margin controls, but a number of adjustments are proposed to deal with difficulties which have arisen in particular cases. Among these are:—

☐ The low-profit relief which provides that no firm should be subject to a net profit ceiling (reference level) of less than 2½ per cent on turnover is to be raised to 3 per cent.

☐ Individual firms are to be allowed to apply to the Price Commission for increases in their net profit margin reference levels (and, if they are distributors, their gross percentage margins).

☐ Improvement of the net profit safeguard for distributors, at present distributors may raise gross margins up to 110 per cent of their base-period levels in order to restore their net profit margins to 80 per cent of reference levels; these two safeguard levels are to be raised to 115 per cent and 85 per cent, respectively.

Prices policy—the Price Code and the safeguard regulations: A consultative document". Cmd 6861, HMSO, 75p.

Pharmaceutical Society Scottish Department annual meeting

Pharmacists 'not fulfilling their professional role'

Concern that pharmacists were not demonstrating supervision of sales well enough, despite advice from the Pharmaceutical Society, was expressed by Mr J. Bannerman, immediate past-president of the Society, when he addressed its Scottish Department annual meeting recently.

Mr Bannerman also said he was concerned that pharmacists were not fulfilling their professional responsibilities regarding distribution of medicines liable to abuse. More and more controls on the sale of medicines had been introduced and the range of potent medicines for sale by the pharmacist was being reduced.

He thought that pharmacists had been dishonest about counter-prescribing. They saw it as a fundamental activity in community practice; something always associated with pharmacy. Yet they had not made any serious attempts to make sure that the appropriate skills were acquired. He saw it as the pharmacist's role but asked how they could build for the future when they did not satisfy the present.

There was a demand for counter-prescribing from the public and recent research had shown that it occurred but it was up to the profession to ensure that it was done responsibly. The skills needed must be defined by the profession and the schools must arrange appropriate teaching

Problems of present teaching

"What is the problem with present teaching?" Mr Bannerman asked. There was adequate experimental pharmacology, yet little attempt to extrapolate from medication action to the situation of a patient presenting himself with symptoms in a pharmacy. The highly qualified new pharmacy graduate revelled in discussing H₁ and H₂ receptors and the benefits of cimetidine, but few knew where to start with the patient in the pharmacy with a sore stomach.

The situation could only be improved by utilising practising pharmacists, prepared to be absolutely honest about their counter-prescribing, prepared to lecture to students about it. No-one but a practising pharmacist was capable of communicating the skills properly, bearing in mind the legal, ethical and financial parameters involved, he added.

Of all the areas of practice, looking backward, it was the one area of genuine monopoly—where the pharmacist really affected the medication taken by the patient. It was not to be compared with half-hearted advice to a doctor—it was real clinical pharmacy.

Turning to skills present and future, Mr Bannerman said manpower was divided into 66 per cent community pharmacy, 12 per cent hospital and 5 per cent industry. Yet the majority of courses in pharmacy were designed with industry in

mind. That did not recognise present demands. Many graduates left university with the impression that community pharmacy was not a first choice—yet they would spend their life there. "That must be bad for them, for us and the public", he said.

For the community future there was the health centre, and a new role. For hospital there was clinical pharmacology, pharmacokinetics and pharmacodynamics. The skills needed should be defined but they had to be skills required by the majority—not the minority. It could be much more important for hospital pharmacists to have the right management skills rather than all being clinical pharmacologists for example.

In the present educational system, there was virtually no formal contact with practice in the first four years during the academic training. Then it all changed to no academic learning, but all motivation and practice orientation. Methods, to spread the practice orientation and learning over the five years, had to be sought, he said. That would mean involving the trainer pharmacist in the teaching process. The placing of pre-registration trainees would have to be more selective. A qualifying examination by the Society might need re-introduction because it was apparent that there were essential skills, not in the degree syllabus, yet necessary to fulfil the responsibilities of a pharmacist on the register. Without such examination, Mr Bannerman predicted, it would be "infinitely more easy for central government to take over the functions of registration—as in the case of nearly every country".

President's role

Mr Bannerman then spoke on the role of president of the Society. The president did not represent Council—he represented 30,000 pharmacists. The president's role, along with the role of the Society, should become wider and wider, he believed and not restricted to matters purely pharmaceutical. Probably few existed as pure pharmacists, he said, and in a complex society there were many pressures and influences nothing to do with pharmacy as such, that affected the quality of life of pharmacists. They should speak out against anything which adversely affected pharmacists—not simply the practice of pharmacy. He also believed that president and Council had a responsibility to give as full information as possible to the members.

Answering recent criticism of the speech by Mr Roland Moyle, Minister for Health, at a Council dinner (*C&D*, June 11, p844), Mr Bannerman said he offered Mr Moyle the opportunity of making a significant comment on the analgesics issue. Pharmacy had responded to the issue superbly and it was therefore proper to allow all members

to appreciate the results of their efforts.

Mr Moyle had told of the alternative possibilities for the campaign to alter attitudes to medicines. It was a major step forward, all the more important, in that it had the backing of the Minister. He had given as much as he possibly could, Mr Bannerman said.

The next stage, for the Society, was to ensure that the campaign it got was the campaign it wanted—a campaign which high-lighted the advice available from the pharmacist and warned the public of the potency of medicines and the importance of dosage. The Health Education Council was discussing with other bodies such as the Proprietary Association of Great Britain and the Association of the British Pharmaceutical Industry to see whether they wished to support the campaign.

At first glance that seemed preposterous, he said, yet to see others join in the success, would make that success the greater.

Revised exemptions to MDA handwriting lits

The Home Office has issued a revised list of doctors exempt from the handwriting regulations of the Misuse of Drugs Regulations 1973. The following should be added to the list published in *C&D*, March 19, p366.

Dr K. H. Abbood, Bexley Hospital, 1 Old Bexley Lane, Bexley, Kent; St Giles Clinic, St Giles Road, London SE5 7RN; Dr B. G. Adams, University College Hospital, Gower Street, London WC1 6AU; National Temperance Hospital, Hampstead Road, London NW1 2LG; St Pancras Hospital, 4 St Pancras Way, London NW1; Dr E. M. U. Curry, West Middlesex Hospital, Twickenham Road, Isleworth, Middlesex TW7 6AF; J. Garner, (clinical assistant), University College Hospital, Gower Street, London WC1 6AU; National Temperance Hospital, Hampstead Road, London NW1; Dr R. U. Gillian, St George's Hospital, Blackshaw Road, London SW17; Tooting Bec Hospital, Tooting Bec Road, London SW17; Dr C. A. Guercio, Bexley Hospital, Old Bexley Lane, Bexley, Kent; St Giles Clinic, St Giles Road, London SE5 7RN; Dr F. A. Hennessey, St George's Hospital, Blackshaw Road, Tooting SW17; Dr M. Malik (exemption ended May 1), St Clement's Hospital, 2a Bow Road, London E3 4LL; Dr Y. Ong, Bethlem Royal Hospital, Monks Orchard Road, Beckenham; Maudsley Hospital, Denmark Hill, London SE5; Dr A. B. Osborne, drug dependency unit, St Giles Hospital, St Giles Road, London SE5 7RN; Dr M. Radzan, drug dependency unit, St Giles Hospital, St Giles Road, London SE5 7RN; drug treatment unit, Bexley Hospital, Old Bexley Lane, Bexley Kent, DA5 1AF; Dr B. N. Saha (exemption ended June 6), drug dependency unit, St Clement's Hospital, Bow Road, London E3; Tooting Bec Hospital, Tooting Bec Road, London SW17 8BL; Dr G. V. Sastry, St Thomas' Hospital, Lambeth Palace Road, London SE1 7EH; Tooting Bec Hospital, Tooting Bec Road, London SW17 8BL; Dr J. Schicht, University College Hospital, Gower Street, London WC1 6AU; National Temperance Hospital, Hampstead Road, London NW1 2LG; St Pancras Hospital, 4 St Pancras Way, London NW1; Dr G. S. Tregenza, St Thomas Hospital, Lambeth Palace Road, London SE1 7EH; Tooting Bec Hospital, Tooting Bec Road, London SE17 8BL; St George's Hospital, Blackshaw Road, London SW17; Dr B. J. Way, Bethlem Royal Hospital, Monks Orchard Road, Beckenham; Maudsley Hospital, Denmark Hill, London SE5.

Dr M. S. Samuel, St Thomas Hospital and Tooting Bec Hospital, London, no longer appears in the list.

BPC correction

The British Pharmaceutical Codex amendments (*C&D*, June 25, p930) contained an error. The entry for Hypromellose eye-drops should read: After "Hypromellose 4500" insert "or 4000, or 5000".

America's Successful Diet-Aid is here!

bran-slim

6 CALORIE BRAN TABLETS AND DIET PLAN

The Natural Way to get Your Share of the £10 MILLION SLIMMING MARKET

The Proven Profit-Maker

Proven in America and ready to do a smash profit job for you. Bran-Slim Tablets and Diet Plan are a highly effective appetite suppressant combining the benefits of a high fibre diet and an effective slimming aid.

Backed by £100,000 Television and Print Advertising Campaign

We're spending £70,000 in leading women's magazines and newspapers and £30,000 on Television throughout the Midlands, Lancashire and Trident. Our thrust has never been greater... the rewards to you are practically unlimited.

No Drugs, No Stimulants, Non-Habit Forming

Bran-Slim is natural, nutritious and fibre-full. The answer to today's nature-conscious, health-conscious diet market.

Bran-Slim is Quality

Bran-Slim is produced by Thompson Medical Company — one of America's most respected and successful medical companies with a strong record of profit.



BRAN-SLIM INTRODUCTORY OFFER

BUY 11 and get

1 FREE

(8 $\frac{1}{3}$ % OFF)

BRAN-SLIM IS AVAILABLE NOW FROM YOUR
LEADING WHOLESALER

THOMPSON MEDICAL COMPANY, LTD.
Cunard Road, North Acton, London, NW10 6 PN

Not enough pharmacists to fill industry posts?

The Federation of Irish Chemical Industries is worried that not enough graduates in chemical engineering are emerging from universities. But while it concedes that the industry does not use as many pharmacists as it could, the Federation doubts whether there are enough pharmacists to take up vacant posts.

Presenting the annual report of the Federation recently, Mr E. J. Dover, executive chairman, said pharmacists mainly chose community pharmacy because it was initially more lucrative and congenial. The Federation employed over 10,000 people and action was required to increase the output of applied science graduates to cope with developments into the 1980's.

Mr Dover said that the Federation had retained the same aims and policies of the Pharmaceutical, Chemical and Allied Industries Association (as it was formerly known) and the new title was more in keeping with the "all embracing" ideals of the Federation for all those involved in the industry, pharmaceutical or allied.

Positive outlook

He said the outlook of the European chemical industry continued to be positive, although the chemical industry in Ireland had not reached the stage of development of any other European country. With a European growth rate of around 13 per cent output in 1976 most of the ground lost in 1975 had been recovered and it was expected that 1977 would produce a growth rate in the order of 7 per cent.

The export growth rate in Ireland would be higher than the average in Europe and possibly for all other sectors of the Irish economy. The Federation saw no reason to alter its prediction of £200m total exports this year.

The Federation, together with other trade organisations and bodies, continued throughout the year to press for a more balanced and sensible Directive on product liability. This was particularly necessary because the Directive covering liability for defective products was based on Article 100 of the Treaty of Rome dealing with competition and not as was popularly assumed, with consumer protection. The underlying suggestion was that in countries with a lower standard of liability manufacturers could sell at lower prices as they do not have to provide for compensation payments. The Federation maintained that the Irish public was already well protected insofar as the Federation's members' products were concerned.

Mr Dover called for a halt to the endless measures from the EEC Commission in favour of more economical and self-regulatory codes of practice, backed where necessary, by legal provisions to ensure full observance. Manufacturers were simply overwhelmed by paper.

The Federation is to produce a data sheet compendium of medicines promoted in Ireland. Five, possibly six parts will be published, one each year, with the review by the National Drugs Advisory Board.

Consideration was being given to revising and strengthening the Federation's code of marketing practice for the pharmaceutical industry which provided for the investigation of reports of contraventions by an independent, legally qualified chairman and a representative committee.

The price of pharmaceutical products was an emotional subject, often commented on without prior consideration and without adequate data, Mr Dover said. Since the introduction of the General Medical Services, the average prescription cost in 1976 was only 60 per cent higher than that in 1973. This included the costs of new and improved therapeutics.

In the same period the general consumer price index had risen by 67 per cent.

Mr Dover emphasised that no other industry was subjected to such rigorous and comprehensive laws in the interest of public health and that the price of pharmaceuticals in Ireland and the UK were closely related and the lowest in Europe.

The proprietary medicines division reviewed and updated the Federation's code of standards of advertising practice originally introduced in 1968. Application of the code had been mandatory for all member companies of the division and an important new feature of the code required that all copy for advertisements, cartons, labels, leaflets, booklets and other promotional material must be submitted to the Federation for approval before use.

Approval would be valid for two years

and if the advertisement was required for use after that, a re-submission would be necessary to ensure that it conformed to medical and public opinion within that time. The code would be administered by Mr A. C. Martin, MPSI (a consultant to the Federation) and he would be assisted by an external panel of experts.

The board of directors have implemented a safety award scheme for all manufacturing companies in the Federation based on a bi-annual accident return to the Federation including details of the frequency rate and severity of accidents during each period. Companies within the safety range of the awards may fly the Federation's safety award pennant.

Mr Dover announced that representatives of the Federation's dairy detergent and sterilants committee and of *An Foras Taluntais* had developed a voluntary scheme for the approval of dairy detergents and sterilants under which manufacturers would guarantee minimum specifications for particular uses. Approved products could carry a symbol illustrating that they met the required standard.

The Chemical Council had created a standing committee on the distribution of chemicals whose main objective would be the preparation of a code of practice for their transportation by road.

Mr Dover commented on the EEC proposal on the notification of new chemicals and new uses for chemicals, which was an amendment to the 1976 Directive on the classification, packaging and labelling of chemicals. In principle, the Federation welcomed the Directive and considered it to be desirable and necessary.

He emphasised, however, there was a need for a reasonable degree of freedom for firms which discovered new chemical substances to trade them initially in development quantities with full and prohibitively expensive screening.

The Federation regarded the excise duty on hydrocarbon solvents as an arbitrary imposition of tax on manufacturers and processors as in some cases it was equivalent to an increase of up to 5 per cent of the cost of the solvent. The president for the coming twelve months is to be Mr J. V. O'Loughlin.

UK chemical industry sales reach £11,000m

Sales of the UK chemical industry in 1976 are estimated to total £11,000m, according to "UK chemical industry facts—1977", a new leaflet available free of charge from the Chemical Industries Association, 93 Albert Embankment, London SE1 7TU. In value-added terms the British chemical industry is the third largest UK industry, and outside the Eastern bloc it is the fourth largest chemical industry in the world. It grew 3.3 times as fast as the rest of UK industry over the 1966-76 period; in comparison the ratio in West Germany was 1.7, France 1.3, the USA 2.2, and Japan 1.1.

Comprehensive statistics about the industry are given in "UK chemical industry statistics handbook 1977", a 160 page publication available from the CIA: £10 to members, £15 to UK non-members, and £16.50 to overseas non-members.

"Labelling chemicals" has been published by the Chemical Industries Association as

an authoritative and easy-to-use guide to the maze of regulations governing the marking of containers and vehicles that have been promulgated by national, EEC and other international authorities. It supersedes the CIA manual "Marking containers of hazardous chemicals", the last edition of which appeared in 1970.

The scope of the new guide is indicated by some of the chapter headings, as follows: classification of hazardous substances, road transport emergency cards, international road transport regulations, marking tank vehicles, rail transport regulations, shipping and air transport regulations, EEC Directives on dangerous substances, Poisons Act and Poisons Rules, Health & Safety at Work Act. Approved forms of labels are shown in a series of appendices. The book also suggests precautionary labelling practices which might be adopted beyond the legal requirements. The book is priced £15.

Company News

'Exceptionally high rate of growth' by Beecham

Beecham Group Ltd report a 27.2 per cent increase in sales to £720.8m in the year ended March 31. Overseas sales, including exports from the UK, increased 32.9 per cent to £488.1m and represented 67.7 per cent of total sales. UK sales rose 16.7 per cent to £232.7m. Sales of pharmaceuticals and animal nutritional products accounted for £279.5m, and the remaining £441.3m was from sales of consumer products. Pre-tax profit was £126.8m (£91.2m in the previous year).

In his statement the chairman, Mr G. J. Wilkins, points out that the rate of growth, as in the previous year, was exceptionally high. While this rate of growth could not be expected every year, he was confident the company would continue to achieve significant real annual growth.

Though UK margins improved slightly for the second year in succession, the chairman says they were still far below the level necessary for an adequate return on capital. On the pharmaceutical side, the reason was the Government's price regulation scheme which had, over the years, created a noticeable gulf between pharmaceutical prices in the UK and the rest of the world. "It has always been short-sighted to depress the UK prices of the products of an industry which has a large overseas business", he says.

The company's consumer products business in the UK had continued to be hindered by the fall in real incomes due to inflation and pay controls, as well as the "complexities and bureaucratic apparatus" of the price code. On the new legislation on prices currently before Parliament, Mr Wilkins comments that "investment is bound to be discouraged by a price control system whose chief characteristics will be unpredictability and capriciousness". Turning to the Bullock report, he concludes that "it is not unfair to describe the majority report of the Bullock committee as a 'prescription for industrial disaster'".

In spite of the unfavourable economic climate, the greater part of the company's capital expenditure in the last year (£29m excluding acquisitions) was in the UK and, says Mr Wilkins, "this will remain the pattern for the immediate future unless official policy makes us change course".

Among new products, clavulanic acid is now undergoing clinical trials; this compound is able to make semi-synthetic penicillins such as amoxycillin effective against a wider range of pathogenic bacteria. An injectable form of amoxycillin was developed during the year, and other compounds under active development included an anti-asthmatic, a desensitising vaccine for ragweed pollen allergy, and an anti-rheumatic agent. A novel method of treatment for diabetes had entered initial clinical trials.

In the UK, the company's pharmaceuticals business continued to become more diversified. Prescriptions for Amoxil increased 50 per cent, and sales of Floxapen rose nearly 50 per cent. Orovite 7 achieved good results in its first year, sales of Pollinex increased 20 per cent, and sales of Maxolon rose 50 per cent. Sales of the health drinks Lucozade, Ribena, Horlicks and PLJ all increased during the year.

Brighter prospects for Aerosols International

With the highest sales record in two years and exports already well above those achieved for 1976, Aerosols International Ltd, part of the health and chemicals division of Cadbury Schweppes, report progress against a background of decline in the industry as a whole. Mr Peter Dunkerley, the managing director, said: "Not only have we increased our share of the UK contract filling market but we have also seen significant developments in our export business which now accounts for a third of total sales".

Overseas business for the company, which claims to be Europe's largest contract filler, is mainly from the Middle East and Germany, a recent order being for £1.2m-worth of aerosol fly spray for Iran.

£340,000 distributed by SKF Foundation

In 1976 a total of £21,512 was provided by Smith Kline and French Foundation in support of specific medical and scientific research projects bringing to £340,219 the sum distributed since the foundation's establishment in 1961. During the year 39 applications were received, of which 24 were successful.

The prize for research in clinical pharmacology, a biennial award consisting of £150 and a silver medal, is to be considered this year. It is for clinical pharmacologists in the UK, Europe or Commonwealth countries, and nominations are made by the clinical pharmacology section of the British Pharmacology Society.

Hills Pharmaceuticals take over wholesaler

Hills Pharmaceuticals Ltd have acquired all the issued share capital of A. S. Price & Co (Wholesale) Ltd, Park Street, Rowley Regis, West Midlands as from July 1. The company will continue to operate under the same name and under the same day-to-day management, Mr E. A. Dyer, MPS,

has been appointed works director, and Mr George Hadley works manager. The retail shops of A. S. Price & Co Ltd are not included in the transaction.

The established policy of both companies to accept accounts with registered pharmacists only will be continued. No drug store or industrial accounts will be entertained and inquiries from dispensing doctors will be referred to the nearest chemist account. Hills' stock range will shortly be introduced and A. S. Price's representative Mr Frank Crutchley will be visiting every customer to explain their new service.

Briefly

E. St John Holt & Associates Ltd, safety consultants, have changed their address to Rownhams House, Rownhams, Southampton, Hants SO1 8AH (telephone Rownhams 737222).

Albro Fillers and Engineering Co Ltd, a subsidiary of Morgan Fairest Ltd, have purchased the patent rights to the Freeflow powder filling system, which is claimed to handle many different powders with extreme accuracy.

Appointments

Co-operative Wholesale Society Ltd: Mr Alex Arthur has been appointed to the new post of pharmacy buying manager, operating from the Manchester offices. He joined the Scottish CWS in 1929 and since then has been with either the SCWS or the CWS in Glasgow or Manchester.

Kimberly-Clark Ltd: Mr George Skomowski has been appointed unit size development manager—a new position—with special responsibilities for the post-launch development phase of the company's range of small unit size packaging for the grocery and pharmacy trades. Linda Gemmell is now product manager with specific responsibilities for all regular branded tissues and Boutique cosmetic tissues. Mr Chris Porter, who was pre-

Continued on p64

Mr Alex Arthur



Market News

Olive oil eases

London, July 6. There has been a slight easing in olive oil quotation as Spanish exports were quoted lower by £20.00 metric ton. Oil from EEC countries was reduced by a similar amount. Meanwhile Tunisia was still said to be restricting her olive oil exports to the United States.

Among spices, ginger supplies continue to dry up. It was reported that the Cochin variety was no longer being offered in quantity from source. A wider than usual differential between white and black Sarawak pepper obtains. The reason behind the move is believed to be because the Lampong crop is forecast to be a good one thus Sarawak offers have been bringing their rates down. White pepper relies on facility available to decorticate the fruit and that is static. Turmeric was again sharply up. July 1 saw the completion of the levelling up process of import duties to bring UK tariffs in line with EEC. Among the items affected were honey and pepper. Additionally, because the Customs and Excise reclassified star aniseed, that item now has to bear 26 per cent duty; spot quotations will thus be over £1,000 per metric ton.

Demand for botanicals and essential oils during the week was seasonally quiet as European markets reflected the holiday situation.

Marginally dearer in crude drugs were aloes, balsams, cascara, benzoin, cherry bark, cochineal, lemon peel and celery seed. Witchhazel leaves and hydrastis were lower.

Pharmaceutical chemicals

Acetomenaphthone: 100-kg lots £0.64½ kg.
Ascorbic acid: (Per kg) £6.87 5-kg; £5.87; 25-kg £5.37 sodium ascorbate, as for the acid; coated, £7.07, £6.07, £5.57 respectively.
Atropine: (Per kg in ½-kg lots) Alkaloid £133.70; methonitrate £102, methylbromide £124.40, sulphate £94.50.
Benzocaine: BP in 50-kg lots, £4.49 kg.
Biotin: £6.78 g; 25-g lots £5.48 g.
Brucine sulphate: £45.00 kg.
Butabarbital: 50 kg lots £11.84 kg; sodium £13.01.
Butobarbitone: Less than 100 kg, £11.24 per kg.
Calciferol: (Per kg) £44.90; 5-kg £43.90.
Cantharadin: 100-g lots £1.30 per g.
Carbon tetrachloride: BP 5-ton lots in largest drums, £235 per metric ton.
Carotene: Suspension 10 per cent £30.51 kg; 5-kg £29.51 kg. Crystalline £168.68 and £167.68 respectively.
Clioquinol: NF XIV 500-kg lots £12.78.
Cyanocobalamin: £3.48 g; £2.48 g in 100-g lots.
Cyclobarbitone: Calcium £11.29 in 25-kg lots.
Dexpanthenol: (Per kg) £11.46; 5-kg £10.46.
Dextromethorphan: £159.92 kg in 5-kg lots.
Ferrous gluconate: £1,860 per metric ton.
Folic acid: (kg) £41.74; 5-kg £40.74; 25-kg £40.24.
Glucose: (Per metric ton in 10-ton lots)—monohydrate £195; anhydrous £445; liquid 43° Baumé £200 (5-drum lots); naked 14-tons £160 ton.
Isoprenaline: Hydrochloride £52.00 kg; sulphate £45.00.
Kaolin: BP natural £113.35 per 1,000 kg; light £118.45 ex-works in minimum 10-ton lots.
Magnesium carbonate: BP per metric ton—heavy £590; light £410.
Magnesium dihydrogen phosphate: Pure £1.7989 kg in 50-kg lots.
Magnesium hydroxide: (metric ton) BPC light £1,140; 28 per cent paste £410.
Magnesium oxide: BP per metric ton, heavy £1,430; light £1,140.

Magnesium sulphate: BP £117 metric ton delivered UK; commercial £100; exsiccated BP, £228.
Magnesium trisilicate: £680 metric ton.
Nicotinic acid: £3.70 kg (50-kg lots).
Pyridoxine: (Per kg) £25.64; 5-kg £24.64; 25-kg £24.14.
Riboflavin: (Per kg) £28.87; 5-kg lots £27.87; 25-kg £27.37; diphosphate sodium £74.78.
Sulphaquinoxine: BVetC in 50-kg drums £8.05 kg; sodium salt £9.10.
Sulphamethizole: £8.26 kg in 1,000-kg lots.
Sulphacetamide sodium: BP £7.25 kg for 50-kg.
Sulphaquinoxaline: BVetC £10.28 kg; sodium salt £12.71 kg both in 50-kg lots.
Thiamine hydrochloride: Per kg £15.47; 5-kg £14.47; 25-kg £13.97; mononitrate plus 30p per kg.
L-Thyroxine: £1.70 per kg.
Tocopherol: DL alpha £17.09 kg; 5-kg £16.09 kg.
Tocopheryl acetate: DL alpha (per kg) £15.18, 5-kg £14.18; Dry 25 per cent £14.78 and £13.78 respectively.
Vitamin A: (Per kg) acetate powder 500,000 iu/g, £14.36; £13.36 in 5-kg lots. Palmitate, oil 1 mlu £14.36; 5-kg £13.63. Water miscible 100,000 iu per mm, 6-litre £4.80 litre.
Vitamin D2: See calciferol.
Vitamin E: See tocopheryl acetate.

Crude drugs

Aloes: Cape £1.52 kg spot; £1.50, cif. Curacao not spot; shipment £2.22 nominal, cif.
Balsams: (kg) Canada: £11.00 spot; £10.75, cif for shipment. **Copaiba:** BPC £2.05 on the spot; £1.95, cif. **Peru:** £6.15 spot; £6.05, cif. **Tolu:** £4.20 spot.
Benzoin: Block £113-£114 cwt spot; £113, cif.
Cascara: £1,070 metric ton spot; shipment £1,010.
Cherry bark: Spot £780 metric ton; £745, cif.
Cinnamon: (cif) Seychelles bark nominal. Ceylon quills 4 O's £0.75 lb. Ceylon featherings £360 metric ton.
Cochineal: Peruvian silver-grey £15.10 kg spot; £14.60, cif. Tenerife black £18.50-£21.00, cif.
Ginger: (ton, cif) Cochin £1,300 nominal. Jamaican (spot) £2,100. Indonesian £1,120 nominal. Nigerian split £1,025 (spot); shipment £975 nominal, cif, peeled £1,150.
Hydrastis: (kg) £9.10 spot; £9.00, cif.
Ipecacuanha: (kg) Costa Rica £7.35 spot nominal; no shipment.
Lemon peel: Unextracted £1,350 metric ton spot; shipment £1,250, cif.
Lobelia: American £1,320 metric ton spot; European £1,220 spot; £1,200 shipment.
Menthol: (kg) Brazilian £9.75 spot £10.00, cif. Chinese from £10.50 in bond and cif.
Pepper: (ton) Sarawak black £1,360 spot; £1,250, cif. White £1,730 spot; £1,615, cif.
Seeds: (metric ton, cif) **Anise:** China star £810 nominal. **Caraway:** Dutch £1,120. **Celery:** Indian £720. **Coriander:** Moroccan £680; Indian £540. **Cumin:** Egyptian £580; Iranian £625. **Dill:** Indian £480. **Fennel:** Egyptian £230. **Fenugreek:** £165. **Maw:** £680.
Sarsaparilla: Mexican £1,750 metric ton spot; £1,700, cif. Jamaican not quoted.
Turmeric: Madras finger £510 ton, cif.
Witchhazel leaves: Spot £2.05 kg; £1.85, cif.

Essential and expressed oils

Camphor white: £0.95 kg spot and cif.
Cedarwood: Chinese £1.25 kg spot; £1.35, cif.
Citronella: Ceylon £1.35 kg spot and cif. Chinese £2.33 spot; £2.37, cif.
Lemongrass: Cochin £4.50 kg spot; £4.30, cif.
Olive: Spanish £1,300 per metric ton in 200-kg drums ex-wharf; Mediterranean/Italian origin £1,310; Tunisian not offering.
Palmarosa: No spot offers; £7.40 kg, cif.
Patchouli: £11.40 kg spot; £11.00, cif.
Peppermint: (kg) Arvensis—Brazilian £5.80 spot; £5.75, cif. Chinese £6.00 spot and cif. Piperata, American Far-West £30.00-£33.00, cif.
Petitgrain: £6.30 kg, spot; £6.00, cif.
Sassafras: Chinese £2.90 kg spot and cif. Brazilian £2.20 spot.
Spearment: (kg) American Far West £15.50. Chinese spot unobtainable; shipment £12.50 kg, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

Coming events

Tuesday, July 12

Galen Group, Croydon, Friends' Meeting House, Park Lane, Croydon, at 8 pm. Mrs K. Arman on "Social history of spas, baths and loos".

Advance information

International Federation of Societies of Cosmetic Chemists. Symposium on "The many faces of cosmetic research", Brussels Sheraton Hotel, September 18-20. Details from Symposium Cosmetic Chemists, c/o FICB, Square Marie-Louise 49, B-1040 Brussels, Belgium.

Company News

Continued from p63



Mr W. J. Butler

viously a product manager with the facial tissue group, has moved to the marketing department of Sopalin, the French subsidiary based in Paris. Mr Jeremy Waldron is joining the UK marketing department as marketing assistant for kitchen towels.

WB Pharmaceuticals Ltd: Dr B. A. Genery has been appointed marketing director, following the retirement of Mr A. F. Walton (page 49).

Kodak Ltd: Mr Peter Shackel has been appointed dealer sales representative for south-east London and north Surrey. He has been with the company for 15 years and succeeds Mr Bob Woods who has left Kodak to join the RAF.

Rollei (UK) Ltd: Mr Tom Walker, formerly export sales director, has been appointed managing director. He has been with the company for some twenty years, and for the last two years has been responsible for worldwide sales from Germany. Mr David Chappell has been appointed field sales manager for the UK.

United Drug Ltd: Mr W. J. Butler, MPSI, has been appointed to the new position of managing director of United Drug Distributors, a wholly owned subsidiary of United Drug Ltd formed to supply a full marketing distribution service. Since graduating in 1965 Mr Butler has worked with Evans Medical, CIBA, Roche and more recently Bristol Myers Ltd and Clonmel Chemicals Ltd. A member of the Pharmaceutical Society of Ireland since 1971, he served until recently as chairman of the Practice of Pharmacy Committee and now that he has moved back to Dublin envisages increasing involvement in the many Council activities being undertaken currently. He is also an active member of the Marketing Institute of Ireland.

Westminster report

Outpatients referred to GP for prescribing

The decision of Sheffield Area Health Authority to "forbid all prescribing" for hospital out-patients was questioned in the Lords last week by Lord Winstanley.

Lord Wells-Pestell said he understood "certain limitations on prescribing" were approved by the Authority and agreed by hospital doctors, local GP's, retail pharmacists and the Community Health Council. Lord Winstanley thought the decision was in conflict with Department of Health recommendations which stated that no attempt should be made by health authorities to arrange that hospital out-patients were referred to their GP for prescribing.

He said that if the practice became general grave inconvenience and distress would be caused to thousands of patients and would cost the nation a great deal because hospital dispensing was much cheaper than dispensing under the family practitioner committee arrangements.

Lord Platt queried the difference between Lord Winstanley's question containing the words "forbid all prescribing" and Lord Wells-Pestell's answer using the phrase

"some restrictions on prescribing". Lord Wells-Pestell explained that the "restrictions related to out-patients. If out-patients attending a hospital needed a prescription then it was a matter for their GP. Exceptions to that were, for example, drugs obtainable only through the hospital—emergency treatment—and certain cases of hardship, particularly the elderly and infirm who might find it difficult to go to their GP. The limitations were to establish that it was the doctor who had the clinical responsibility and should prescribe.

Lord Danes of Leek asked if there was a possibility of a shortage of hospital pharmacists and if that had influenced the decision, but that was denied by Lord Wells-Pestell.

The Sheffield area administrator, Mr Harper, has since told C&D that the area had, in the past, been criticised for its high prescribing expenditure in hospitals and in fact had one of the lowest general practitioner prescribing expenditures in the UK. The limitation decision was taken to correct the situation and to bring Sheffield into line with normal hospital procedure, whereby a patient referred to a consultant is examined and referred back to the GP for treatment, except in emergency when the consultant would prescribe.

Corsodyl

Mr Laurie Pavitt asked whether the Committee on the Safety of Medicines would examine the effects of Corsodyl as a matter of urgency in view of the widespread criticisms among dentists and others of the usefulness of prescribing an antiseptic as

treatment for a life-long condition like gingivitis. Mr Roland Moyle, Minister for Health, replied that the licensing authority was satisfied with the safety, quality and efficacy of Corsodyl as an adjunct in the treatment of gingivitis when a product licence was granted in 1975. However, he would refer Mr Pavitt's comments to the committee on dental and surgical materials.

Prescribing by generic name

Asked about steps to encourage prescribing by chemical description rather than brand name, Mr Roland Moyle, Minister for Health, said that most modern drugs are marketed only under brand names. Nevertheless, where a drug is available under both brand and generic names, doctors are asked to prescribe the most economical alternative, and they are provided with information about the comparative costs of selected drugs.

"We are consulting the interested professions about ideas for improving the content and frequency of the information provided to doctors about drugs and costs".

Pertussis vaccinations

In a written Commons reply, Mr Roland Moyle, Minister for Health, reported that the number of children under age 16 who completed primary courses of vaccination against whooping cough in 1976 was 239,300, compared with 249,000 in 1975 and 676,400 in 1967. An adjournment debate on the safety of whooping cough vaccine was to be held on Thursday.

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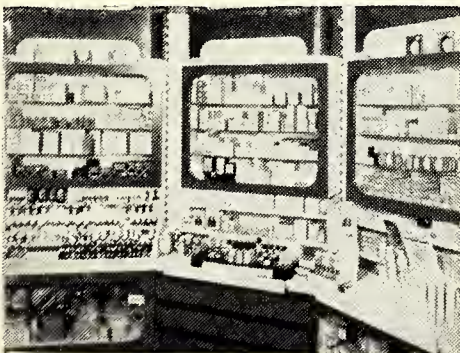


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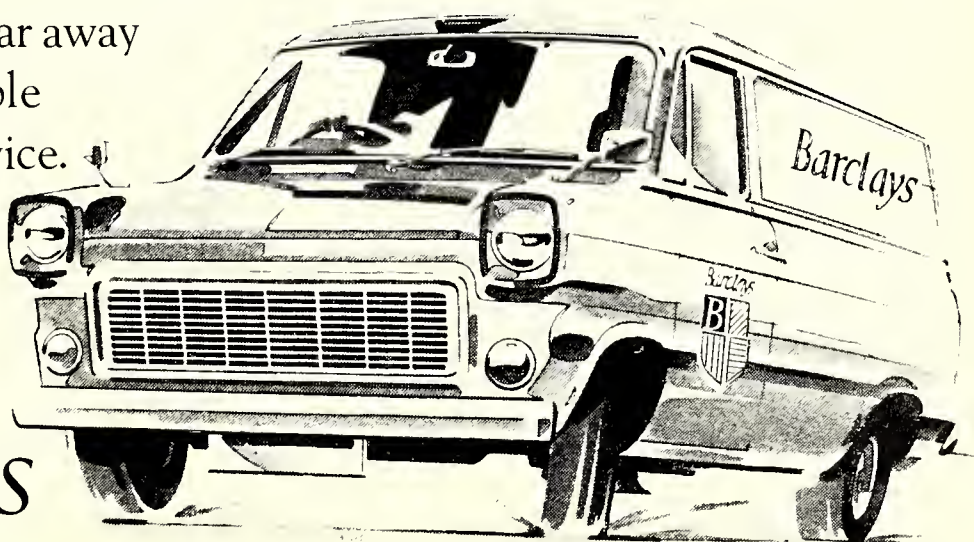
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